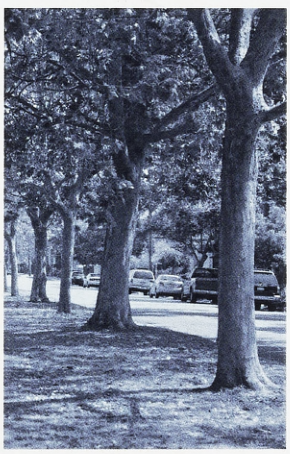
GOLDEN GATE NEIGHBORHOOD CONDITIONS

Neema Kudva & David Driskell



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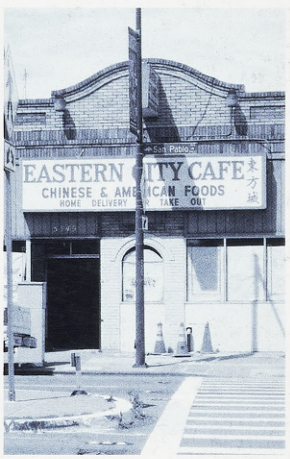
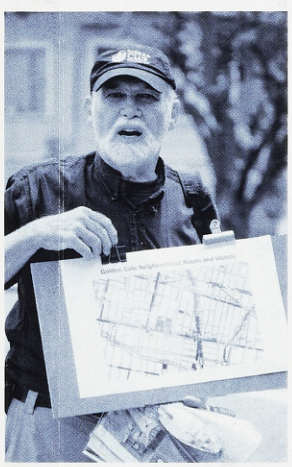




COMMONS ARCHIVE

PHOTO KEY (IMAGES LEFT TO RIGHT)

FARMERS' MARKET

Susan Park, food business incubator manager at Phat Beets Food Justice Market & CSA

2014

Photo by Pamela Palma

HISTORY RESOURCE

Card catalog at Oakland Public Library's Oakland History Room

2014

NEIGHBORHOOD CELEBRATION

Golden Gate Branch Library's block party to celebrate Commons Archive

2017

Photo by Amber Hoy

HISTORIC SITE

Golden Gate Hotel, at Marshall Street & Stanford Avenue

1886

Courtesy Emeryville Historical Society

HISTORIC SITE

Father Aidan McAleenan, pastor of St. Columba, a neighborhood church since the 1880s

2015

Photo by Matt Dibble

HISTORIC SITE

Mural painted by Dan Fontes in 1999 on the old Golden Gate Recreation Center

2015

NEIGHBORHOOD ACTIVIST

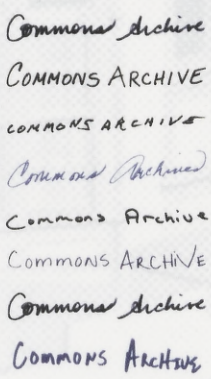
Family photo of Ruth Lasartemay with mother, one of the founders of the East Bay Negro Historical Society

1947

HISTORIC SITE

Stanford Avenue greenway, once tracks for the Southern Pacific Railroad & the East Bay Electric Lines

2015



NEIGHBORHOOD BUSINESS

Eastern City Café, a family-owned restaurant, 1970s-2016, on San Pablo Avenue near 59th Street

2014

LONG-TIME NEIGHBOR

Robin Freeman, planner & environmentalist at Communities' Crossing, a series of neighborhood history events

2014

Photo by Pamela Palma

NEIGHBORHOOD CELEBRATION

Promotional poster for 'Love Our Neighborhood Day,' a one-day event closing part of San Pablo Avenue

2014

Photo by Gene Anderson

NEIGHBORHOOD ACTIVISTS

The Lasartemays, founders of the East Bay Negro Historical Society

Oakland Tribune, 1981

Courtesy African American Museum & Library at Oakland

NEIGHBORHOOD ACTIVISTS

Aztec dancers Gerardo Omar Marin & Ernesto Hernandez Olmos at PLACE for Sustainable Living's annual Creating Commons event

2014

Photos by marksearch unless noted

PHOTO KEY (IMAGES LEFT TO RIGHT)

FARMERS' MARKET Susan Park, food business incubator manager at Phat Beets Food Justice Market & CSA 2014 Photo by Pamela Palma	**HISTORY RESOURCE** Card catalog at Oakland Public Library's Oakland History Room 2014	**NEIGHBORHOOD CELEBRATION** Golden Gate branch Library's block party to celebrate Commons Archive 2017 Photo by Amber Noy	**HISTORIC SITE** Golden Gate Hotel, at Marshall Street & Stanford Avenue 1886 Courtesy Emeryville Historical Society
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Photos by marksealth unless noted

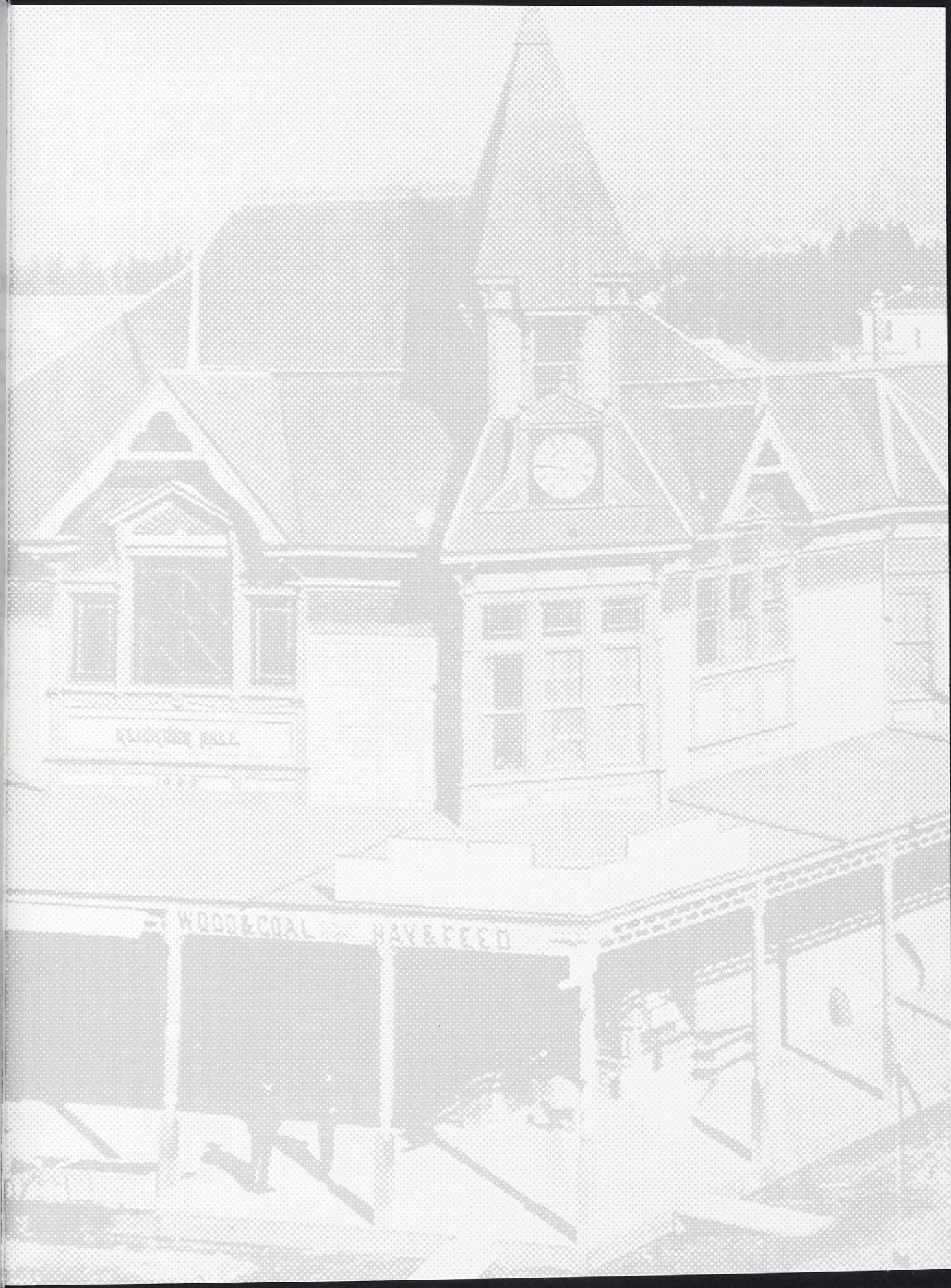
WOOD & COAL
HAY & FEED

PHOTO PREVIOUS PAGE

Klinkner Hall (1886–1942), the East Bay's largest gathering site at San Pablo Avenue & 59th Street, circa 1890

Courtesy Oakland Public Library's Oakland History Room

GOLDEN GATE NEIGHBORHOOD CONDITIONS

2001

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COMMONS ARCHIVE

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Oakland Public Library's Oakland History Room

African American Museum & Library at Oakland

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Golden Gate Community Association

PLACE for Sustainable Living

Golden Gate Recreation Center

Emeryville Center of Community Life

Emeryville Historical Society

Emeryville Senior Center

North Oakland Senior Center

Kala Art Institute

Commons Archive

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Sue Mark gratefully acknowledges permission from the University of California's Intellectual Property & Research Alliances to reprint *Golden Gate Neighborhood Conditions*.

Commons Archive is a project initiated by cultural researcher Sue Mark in collaboration with stakeholders in the Golden Gate Branch Library service area (North Oakland, South Berkeley, Emeryville). The views expressed by individuals or in materials developed as part of Commons Archive are representative of the project's collective conception and production and are not necessarily the views of the Oakland Public Library or any other individual involved.

INTRODUCTION

"Who are we? What is this place? Who does it belong to?"

"Sharing local history brings us closer together as things change."

–Golden Gate neighbors

Whose stories are preserved and whose are lost? This large question is at the heart of Commons Archive, a neighborhood memory bank organized by cultural researcher Sue Mark at North Oakland's Golden Gate Branch Library. Initiated in 2016 in response to profound demographic shifts impacting this community, Commons Archive includes materials, special programs and installations throughout the library. The archive's unconventional format highlights recollections that, if undocumented, will disappear.

Commons Archive honors neighbors' multiple roles as participants, narrators and creators of the many histories of this dynamically changing area. This neighborhood's lifecycle has moved at varying rates: over the past five years, this wedge of North Oakland, South Berkeley and Emeryville has experienced profound shifts, sparking debates among residents about local identity.

As a longstanding community anchor, the Golden Gate Branch Library bears witness to the neighborhood's changes. This branch has served hundreds of thousands of neighbors since opening its doors on December 15, 1918. From youth clubs to Diwali festivals, garden shows to film screenings, the library strives to reflect the diversity of the neighborhood.

Commons Archive enriches this goal by holding in place the stories of those who have lived here and providing access to these stories for years to come. As neighbors continue to flow through the community, the archive will stand to preserve these memories.

The Golden Gate Library Local Collection presents some materials that were, up until now, stored in basements, locked file cabinets and forgotten boxes. These newsletters, journals, unpublished papers, articles, scrapbooks and reports describe a neighborhood that has been and will continue to be supported by a vital network of local organizations. The Local

Collection brings together narratives of the dedicated efforts of neighbors and community-based organizations.

Commons Archive not only peels back the neighborhood's layers but also stretches towards the future. We hope that these materials will become an invaluable resource for neighbors and researchers. We invite you to add to this growing pool of information by commenting on these materials, sharing your experiences in the community and inviting your neighbor to join the process.

Sue Mark
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Erin Sanders
Manager
Golden Gate Branch Library

2019

PREFACE
GOLDEN GATE NEIGHBORHOOD CONDITIONS

Since I began as a resident cultural researcher at the Golden Gate Branch Library four years ago, I've heard rumors of a mysterious file cabinet in the basement. For long as anyone could remember, the cabinet remained locked with its unknown contents sealed away. Though the file cabinet technically belongs to the Friends of the Golden Gate Library, no one could track down the key. The Friends, a small but dedicated group of neighborhood volunteers, have organized an extremely popular free summer jazz concert series at the library for nearly three decades.

The concert series, born out of an informal jam session, began in earnest at the Golden Gate Library in 1993. Under the direction of nonagenarian Josephine Lee, a neighborhood activist and resident since the 1960s, the eight-part series draws standing-room only crowds on Sundays. Many who grew up in the neighborhood and have since moved make an annual pilgrimage to the Golden Gate Library from as far as Vallejo. A dedicated toe-tapping and head-bobbing crowd revels in the sounds. While the opening set features local jazz musicians with long-standing ties to the community, youth musicians take the stage for the second set.

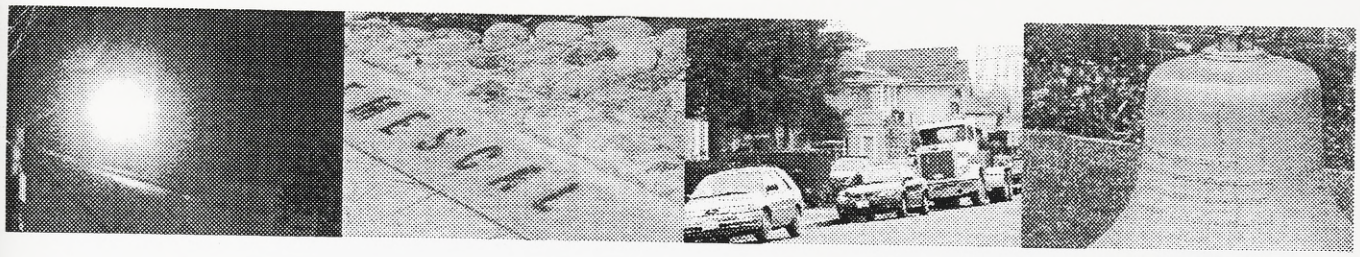
In 2017 Sharon Vaughn, a Golden Gate librarian since the early 2000s and Friends group liaison, shared big news: she found the key. Curious and eager, we explored the cabinet's drawers, an unintended time capsule. Folders in no apparent order contained Friends of the Golden Gate Library's well-documented meeting minutes, neighborhood newsletters and event flyers. This robust report was tucked among hand-written notes.

Golden Gate Neighborhood Conditions was created by UC Berkeley urban planning students in 2001. It is the second such neighborhood report I've recovered that takes a deep dive into the community's strengths and challenges. Over the course of two months, twenty would-be community designers met with neighbors young and old, analyzed data and proposed recommendations for neighborhood revitalization. Their conceptual sketches proposed uses for the area's many empty lots, strategies to increase communication among neighborhood groups and organizations and ways to leverage city resources for neighborhood improvements. While the neighborhood has changed since the writing of this report two decades ago, many of the same questions and issues persist.

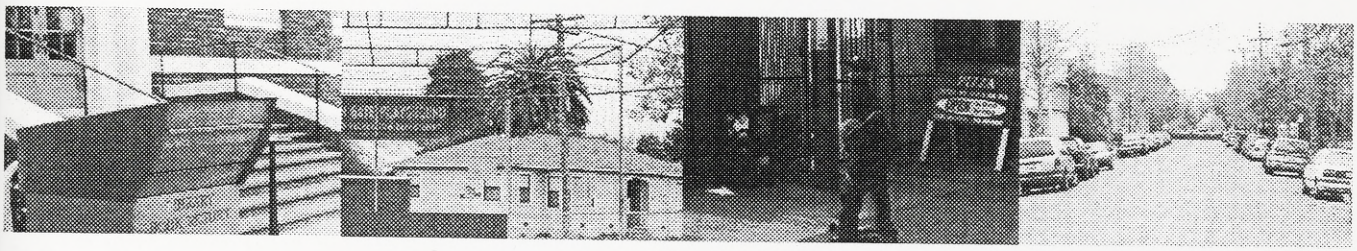
Gaining permission to re-print this report has been a journey of its own. Through multiple emails with staff at UC Berkley's School of Environmental Design, I learned that this report is an 'orphan document.' Since it was written by a group of students as a class project, no one owns it. As a first step, I contacted the lead instructor for the project, the urban designer and architect Neema Kudva. Now associate professor of city and regional planning at Cornell University, she immediately responded to my email request for permission to re-print:

> *I am writing to you from India, and it does feel strange to see pages from a long-ago project on my computer screen. This workshop has a special place in my life trajectory -- it was the first time I was involved in a course like this; my daughter, who arrived five weeks early, came days before our final meeting and the students baby-sat her in shifts through the presentations! We left the Bay Area for Cornell soon after, which was unfortunate because it meant that we could not take the project forwards, and it joined other studies languishing in file cabinets in corners of storage rooms.*

Daylighting this material extends its potential to inform and benefit local residents, activists and researchers alike, one of our priorities for developing the Golden Gate Library Local Collection.



GOLDEN GATE NEIGHBORHOOD



EXISTING CONDITIONS REPORT

A CP116 / URBAN PLAN STUDIO PRODUCTION • DEPARTMENT OF CITY & REGIONAL PLANNING, UC BERKELEY • SPRING 2001

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Acknowledgements

Our work would not have been possible without the support and involvement of the residents and business owners of the Golden Gate Neighborhood. They gave generously of their time to answer our questions, attend community meetings and provide us with valuable feedback. A very special thanks to SPAGGIA and to Charles Porter, without whose help the studio would not have been possible.

Thanks to Rhita Wilson of the of the Community and Economic Development Agency at the City of Oakland, who along with Charles Porter, was instrumental to making this studio happen. Thanks also to Stephanie Floyd-Johnson and Gaddy Barbero-Reyes, who helped support this studio. Many thanks as well to Penny Feehan, Leigh Renteria, Clarice Benavidez, Gracie Woodard and all the other staff from various Departments of the City of Oakland who helped us out at different points during the semester.

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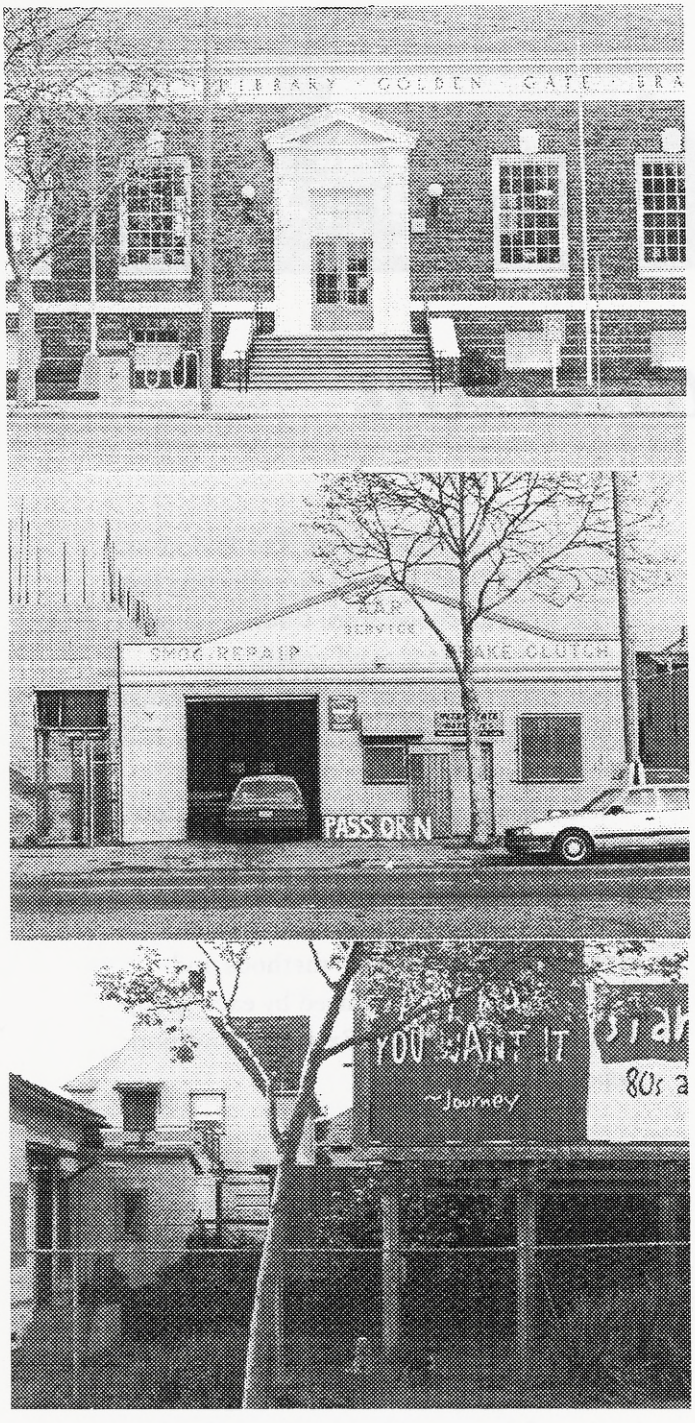
Introduction

This report is a compilation of a two-month long participatory evaluation we undertook in the Golden Gate Neighborhood under the direction of our instructors for CP 116 / The Urban Plan Studio in Spring 2001. The Urban Plan Studio is an undergraduate planning studio course in the Department of City and Regional Planning at UC Berkeley. The course is designed to help us understand the challenges and intricacies of community-based neighborhood planning.

Our intent was to first understand current conditions in the Golden Gate Neighborhood and to elicit the perceptions and concerns of community residents. We will follow this first phase of conducting a participatory evaluation by working with residents to outline a Neighborhood Vision. By the end of the semester we hope to produce a sketch plan that will respond to the residents' vision for their neighborhood while addressing current issues and concerns.

The class was divided into four groups for the first phase of the studio. Each group focused on a specific aspect. The first group "Data Collection" focused on collecting data on the neighborhood from traditional planning sources. The second group, "Stakeholder Interests" interviewed a range of stakeholders in the neighborhood to elicit their opinions, while the third group "Resident Survey" conducted door-to-door interviews with neighborhood residents. The fourth group, "Youth Survey," worked with youth to understand their perceptions of the neighborhood. The methods and results of the work produced by each group are summarized in this Existing Conditions Report.

The findings were also presented at a community meeting held on March 22, 2001, at the Golden Gate Recreation Center. The Community Meeting Report and copies of illustration boards produced are available with Rhita Wilson of CEDA, the Community and Economic Development Agency of the City of Oakland and Charles Porter of SPAGGIA, the San Pablo Avenue Golden Gate Improvement Association.



Data Collection

Our group set out to gather existing data on the neighborhood from official reports, governing institutions, local authorities and field research. Details relating to land use in the neighborhood, the environmental context, public services and facilities available to residents, and transportation issues are included here.

LAND USE

Neighborhood Boundaries

The Golden Gate Neighborhood consists of 115 acres within the City of Oakland. It borders the City of Berkeley to the north at Haskell Street. The neighborhood borders Emeryville to the south at Vallejo and 53rd Street.

Current Zoning

SAN PABLO: C-30 & C-35: Community Commercial

GOLDEN GATE SCHOOL: R-40: Public Institutional

WEST STANFORD TO BAY: C-10: Mixed Use Density Housing

LOWELL STREET: M-20: Isolated Industrial Uses

63rd, 65th, 55th STREETS: Pockets of M-20: Isolated Industrial Uses

MARKET & POWELL: C-40: Mix Density Residential

MARKET & 63rd: Business Mix

Mixed-Uses within the G.G. Neighborhood

There are many mixed uses currently offering various services within the fabric of the Golden Gate Neighborhood. The proximity of nearby mixed uses poses potential to add to the vitality of the neighborhood.

Many of these uses are considered non-conforming under the current zoning of the city. Out of place uses often exist in pockets scattered throughout the neighborhood.

RESIDENTIAL

Low-density housing makes up most of the land use in the Golden Gate Neighborhood. Much of this housing has historical value and tells an important story of the neighborhood's past.

Medium-density and high-density housing exist in small pockets throughout the neighborhood, mainly on an individual project basis. These housing types tend to be more affordable, which is highly desirable in the expensive housing market of the Bay Area.

COMMERCIAL / LIGHT INDUSTRIAL

The commercial uses of the Golden Gate Neighborhood are most concentrated along San Pablo Ave, Market St, & Lowell St.

Light-industrial uses are highly concentrated along Lowell Street and make up most of the street frontage on this street. Light-industrial uses also exist in pockets west of San Pablo Ave. and are often directly adjacent to housing.

Non-conforming uses and code non-compliances, such as unregulated non-compliant auto-related uses, diminish the experience on San Pablo as a continuous community commercial strip.

There are a lack of necessary service facilities, such as grocery stores, in the neighborhood.

RELIGIOUS / INSTITUTIONAL

There are many religious use buildings that exist in pockets throughout the neighborhood. These buildings house a variety of congregations that often lack communication with each other and the neighborhood as a whole.

Institutional Uses for the public in the Golden Gate Neighborhood are limited. They mainly consist of the Elementary School on San Pablo Ave, the Golden Gate Rec. Center immediately behind it on 62nd St, and the Golden Gate Public Library.

OPEN SPACES

Open Spaces are well developed for public use only at scattered locations throughout the neighborhood. They consist mainly of the Elementary Schoolyard, the Recreation Center's field, and the Temescal Creek Park at 53rd St.

There are many vacant lots existing in the Golden Gate Neighborhood that have the potential to be developed as public open spaces.

VACANT LOTS & UNDERDEVELOPED STREET FRONTS

Vacant lots, due to absent or uninvolved landlords, hinder the commercial development of the Golden Gate Neighborhood. They existence of vacant lots attract vandalism, such as grafitti, illegal dumping of garbage, and physical safety hazards.

Underdeveloped street fronts add to the physical and economic blight of San Pablo Ave. There are currently no design standards in place to create a vibrant neighborhood look and feel. This is particularly problematic to promoting the community commercial strip of San Pablo Ave.

San Pablo Avenue Redevelopment Plan

The area along San Pablo Avenue within the Golden Gate Neighborhood is considered Sub Area 3 of the Broadway, MacArthur, San Pablo Redevelopment Plan prepared by CEDA, July 18, 2000. The Redevelopment Plan currently calls for a Five Year Implementation Program. It encourages community participation to aid government action and private enterprise in order to preserve, reuse, and adapt existing cultural resources to future redevelopment.

The Redevelopment Plan contains a number of suggestions to encourage development in the San Pablo Avenue Corridor. These include setting design standards and re-zoning in activity nodes or centers; clustering of non-conforming uses to create new zones that support each other within the fabric of the neighborhood; and, the provision of incentives by the City to encourage new construction, mainly in the form of mixed use, in-fill projects to develop the urban fabric of the neighborhood. The current neighborhood scale is to be maintained through setting minimum lot sizes, FAR, and building setbacks for all new construction. The Redevelopment Plan also suggests a review of historic preservation guidelines to preserve historic structures in the San Pablo Avenue Corridor.

The Redevelopment Plan also encourages the development of affordable housing as well as the development of a variety of housing types. Specific strategies for housing provision are to be addressed in the Housing Component of the Redevelopment Plan. Other issues addressed in the Redevelopment Plan include the provision of adequate landscaping and public utilities for the area and the implementation of the Open Space, Conservation, and Recreation Element (OSCAR) through the creation of open spaces as well as in-fill projects.

The Redevelopment Agency of the City of Oakland will use Eminent Domain to reach redevelopment goals when necessary. The city will have to provide residents affected by Eminent Domain with necessary information, relocation, and repayment before it can enforce the policy. Eminent Domain may be practiced for up to 12 years after the Redevelopment Plan is implemented.

ENVIRONMENTAL CONTEXT

Existing Infrastructure

There is a sufficient supply of infrastructure currently located within the Golden Gate Neighborhood to support existing & new construction. There is an adequate amount of water supply, adequate drainage, sufficient system of roads, and enough fire stations currently located in the Golden Gate Neighborhood to support new construction. Proposed in-fill projects will not strain current infrastructure and will instead make better use of current infrastructure.

Schools zoned for the Golden Gate Neighborhood are currently at-capacity and will be further strained by an increase in students.

Sewer deterioration is a problem that needs to be addressed citywide.

The Storm Drainage system was built in the 1960s and did not anticipate land use development of the intensity that occurred since then. As a result, many areas of Oakland are subject to flooding.

In the Golden Gate Neighborhood, Temescal Creek is subject to overflow. Lack of public funding stands in the way of a fix, currently.

The recently improved Temescal Creek Park currently conforms to OSCAR in the City's General Plan and offers a great opportunity for Open Space, Community and Recreation.

Dilapidated & Un-reinforced Buildings

Existing dilapidated, neglected, and un-reinforced masonry buildings pose a threat to public safety, particularly considering the high chance of earthquakes in the Bay Area. Many of these buildings may have historical value.

Rehabilitation of these buildings are often only possible at high costs. Current visible payback is low, adding to low incentives for rehabilitation. Rehabilitation may not be an option for some dilapidated buildings because of over-neglect.

Hazardous Wastes

Potential hazardous and toxic materials exist in sites related to auto-repair shops, abandoned gas stations, and other related businesses that may have leaking underground storage tanks or toxic work uses exposed to the air.

Non-conforming auto-related uses produce many hazardous wastes in the Golden Gate Neighborhood, which are often in close proximity to the public and residential uses.

The absence of mixed use buffer zones between light industrial uses and residential uses exposes close residential homes to hazardous wastes.

The fire department directly enforces state law regarding the storage of hazardous materials at their point of use/manufacture. In this case, the primary concern is the row of auto-related shops along San Pablo.

Disposal of wastes, however, is outsourced. The fire department makes sure that proper records are kept of disposal, but it passes the actual job onto private companies, frequently a national corporation called Safety Kleen.

Safety Kleen, as well as most disposal agencies, practice recycling of some materials. Oils, for example, are almost universally recycled. Used motor oil is typically converted into special-use fuels. The fate of more exotic particles, however, depends on the policy and methods of the disposal company.

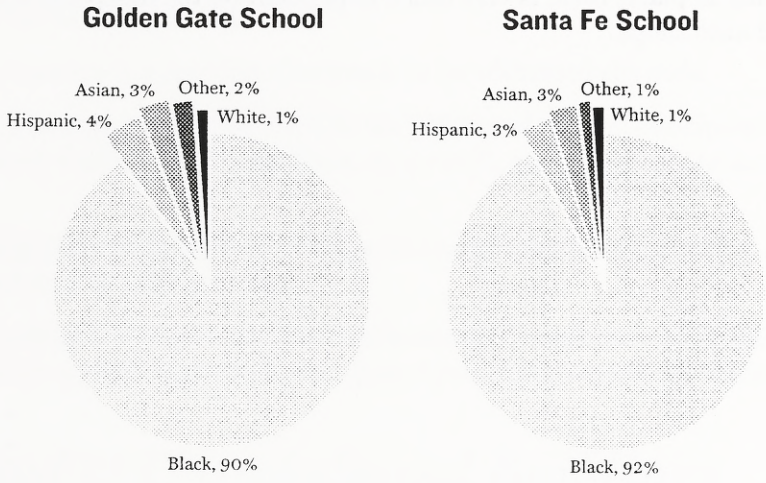
The level of recycling in place, then, is very much dependent on the independently made choices of privately-owned auto shops.

PUBLIC SERVICES AND FACILITIES

Schools

There were two public elementary schools serving the Golden Gate district; the Golden Gate school and the Santa Fe school.

ETHNIC COMPOSITION OF SCHOOLS



TESTING

If standardized testing is to be used as the measure of a school's success, then both schools were performing less than average compared to other schools in the state

Rank on Academic Performance Index (Out of 10)

Santa Fe School

- Rank This Year: 4
- Rank Last Year: 5
- Rank Against Demographically Similar Schools: 7

Golden Gate School

- Rank This Year: 1
- Rank Last Year: 1
- Rank Against Demographically Similar Schools: 1

STUDENT ECONOMIC STATUS

A high proportion of their student body at both schools was considered economically disadvantaged, meaning that they required federal assistance to purchase lunch in their cafeterias.

Students Requiring Economic Assistance

- **Santa Fe School:** 80%
- **Golden Gate School:** 87%

FACILITY PLANNING

Facility improvement was performed in a piecemeal fashion. The last major developments taken on at both schools were 'modernization' projects, where the infrastructure of the buildings was upgraded. The Golden Gate school was worked on during the summer of 1997, and the Santa Fe school was improved through the summer of 1999. This means piping, bathroom fixtures, insulation, etc. The Golden Gate school was worked on during the summer of 1997, and the Santa Fe school was improved through the summer of 1999. Part of these program involved making both schools more accessible to the disabled, and as such both schools saw the addition of handicapped ramps and full-size elevators to their facilities. Leftover funds from each project were used for cosmetic improvements.

Public Utilities

WATER

Water supply was controlled by the East Bay Municipal Utility District (EBMUD), which provides the area with water from the Pardee dam and reservoir on the lower Mokelumne river just above the Sacramento delta. This water originates in the snow pack of the Sierra Nevadas

The existing distribution system was capable of accommodating a good deal of growth, in this case the development of up to:

- 700 residential units,
- 185,000 square feet of medical office space,
- 180,000 square feet of commercial and retail development

Nevertheless, while the physical capacity requirements would be met, fire flow (water pressure) demands could potentially fall below the requirements of the Oakland fire department, and consequently EBMUD recommended conservation measures for the area.

- The Golden Gate neighborhood was located in EBMUD's 'Berkeley/Oakland Reuse Zone,' which mandated that reclaimed, non-potable water be used for non-domestic purposes when available at a reasonable cost and without adverse effect to the environment.

Wastewater conduits were owned by the City of Oakland, while EBMUD provides sewage treatment. The overall system had enough capacity to accommodate growth, but the Golden Gate

neighborhood has a good deal of aging infrastructure that needs rehabilitation. The cost of this project was estimated at $2.2 Million.

Fire Service

There were three fire stations serving the Golden Gate neighborhood. Average emergency response time citywide as of 1998 was 5 minutes, 32 seconds. Response times of individual stations were not available.

Oakland and Emeryville had agreed to mutual aid in firefighting, and as such the Emeryville Fire Department was prepared to provide service as was necessary. This arrangement was unlikely, though, due to that city's significantly smaller size.

The level of service in the Golden Gate neighborhood, as measured by hydrants, streets, and water supply, was adequate for firefighting and emergency medical response purposes.

Police Service

The Oakland Police Department is actively involved in creating Community Policing Strategies. This system organizes 'community beats' of 5,000 to 7,000 residents, each with an office who serves to further community relations with schools, businesses, and other area institutions. Consequently, these organizations have the opportunity to codevelop strategies with the police department.

The community, then, must develop an organ with which to formally interact with the community police officer. This organ is the Neighborhood Crime Prevention Council (NCPC), which the police department helps establish. These councils meet once a month with their dedicated officer to exchange information in relation to area crime.

The Golden Gate Neighborhood has established an active NCPC, which is mostly concerned with the high level of stolen vehicle, robbery, and, especially, drug-related crime.

OCCURENCES OF CRIME FROM AUGUST 2001 TO FEBRURY 2001

● Arrest Location

CRIME HOTSPOTS

- San Pablo between Fremont and 62nd
- 62nd between Herzog and Baker
- San Pablo 53rd and 54th
- 53rd between Gaskill and Lowell
- Marshall between Stanford and 59th

Recreation Center

The publicly-owned recreation center at 1075 62nd Street offers a host of programs for both children and adults.

The programs range from competitive sports to arts and crafts education to tutoring sessions for children from the adjacent Golden Gate School.

CHILDREN

Most of the programs are for children under 14 years old.

- The director of the recreation center, Clarice Benavidez, actively discourages use of the center without enrollment in one or more of the programs offered there. She estimates that, as a result, 95% of the children there are registered.

- The children are mostly from the Golden Gate and Santa Fe schools, but they do come from all over the neighborhood and all over the city.
- The center handles about 75 children a day.
- On top of that, approximately 50 children use the baseball field daily to practice or compete for the Babe Ruth Baseball League, a nationally organized and privately owned little league organization.

OTHER AGE GROUPS

The adult programs are limited to a weekly jazz 'jam session' and weekly meetings of multi-activity senior group.

- Nevertheless, many people, especially senior high school students and younger adults taking breaks from their jobs in Emeryville, only use the center for its basketball courts and baseball field.

Due to the relative dearth of senior high students, the center is working to attract more of them to their programs.

- The program most strongly directed towards this audience is Friday Night Live, a program designed to 'promote alcohol and drug free activities, involve students in community service, and work with the media to involve the community in supporting an alcohol and drug free lifestyle.' (so says their promotional literature)
- This program is not sponsored directly through the center, but rather through Alameda County. The county contracts recreation centers to collect children for the program, who are then bused in from all over the area to the location of that week's event.

OTHER COMMUNITY CONNECTIONS

Most community meetings in the area are held in the Rec Center. For this reason, it is seen as a political center of the neighborhood.

TRANSPORTATION ISSUES

San Pablo Corridor

San Pablo Avenue was an alternative route to I-880, and therefore fell under the jurisdiction of CALTRANS. The traffic signals of San Pablo Avenue were not interconnected between cities, which slowed down through traffic. Also, the sidewalks were not equipped with human-scale lighting, which made it dangerous for people to walk around after dark. As the population continues to grow, congestion on San Pablo Avenue will only increase. According to the San Pablo Corridor Study, travel time is projected to increase 30% during the course of the next twenty years.

B.A.R.T.

The BART stations Ashby and MacArthur were the two closest to the Golden Gate Neighborhood. The time to walk to these stations was 20 and 40 minutes, respectively. There was no neighborhood shuttle, such as the Emeryville-Go-Round, which made reaching these stations via foot or bus time consuming.

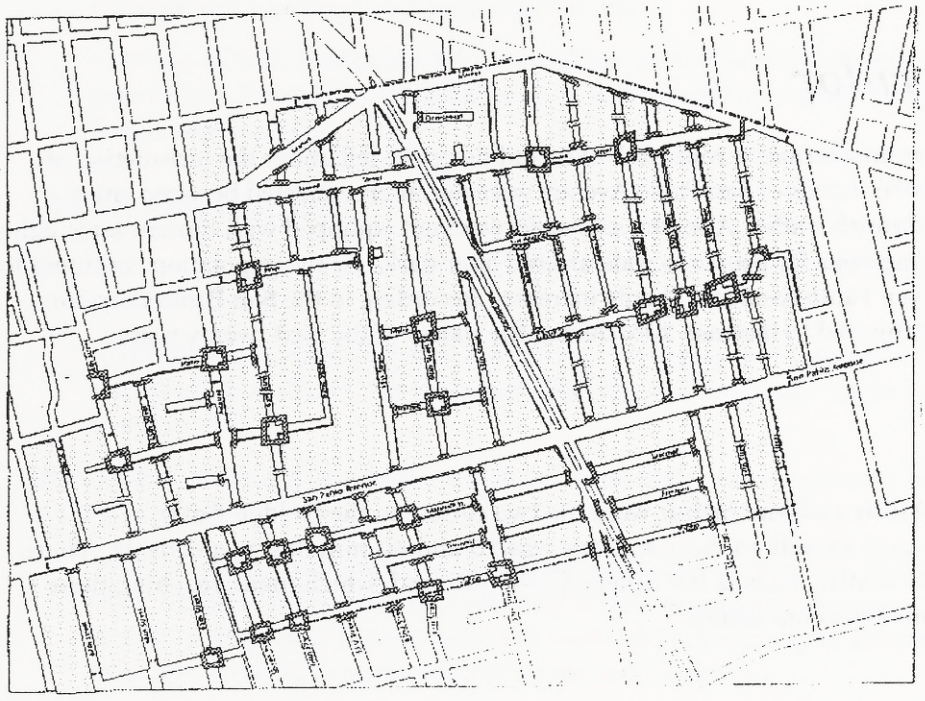
AC Transit

The bus stops in and around the Golden Gate neighborhood were all in poor condition. None of the bus stops were covered to provide protection from the weather, and there were several that had absolutely no amenities. A few had one or two benches and perhaps a trash can, depending on its location. Parts of the neighborhood were not even within a convenient walking distance (three short blocks) of a bus stop. Due to a shortage of funding, service had become more infrequent, which was problematic for the residents of the neighborhood.

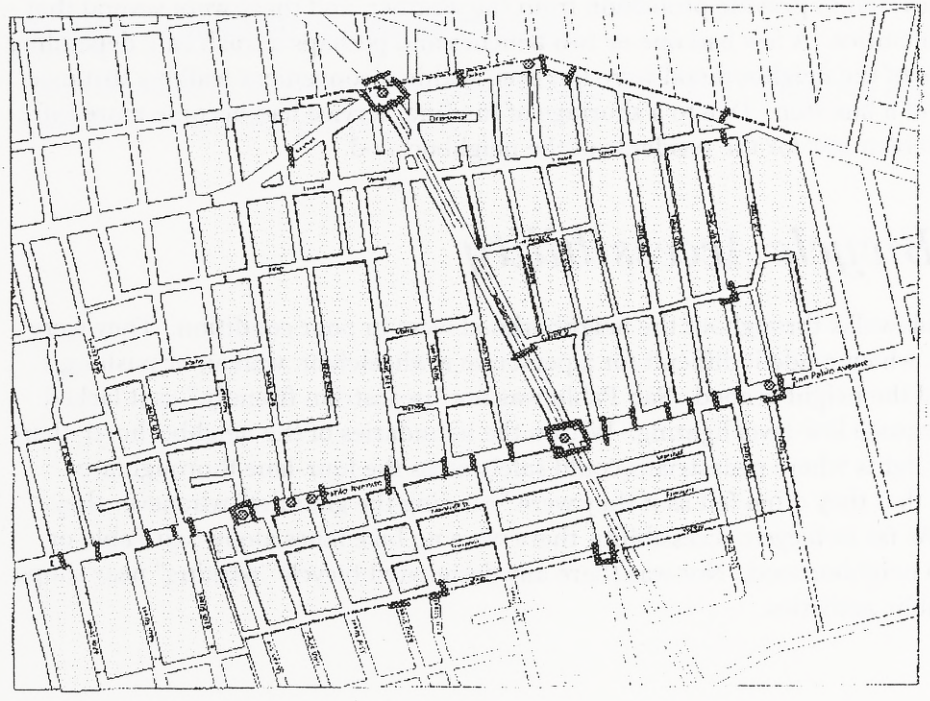
Pedestrian & Bicycle Accessibility

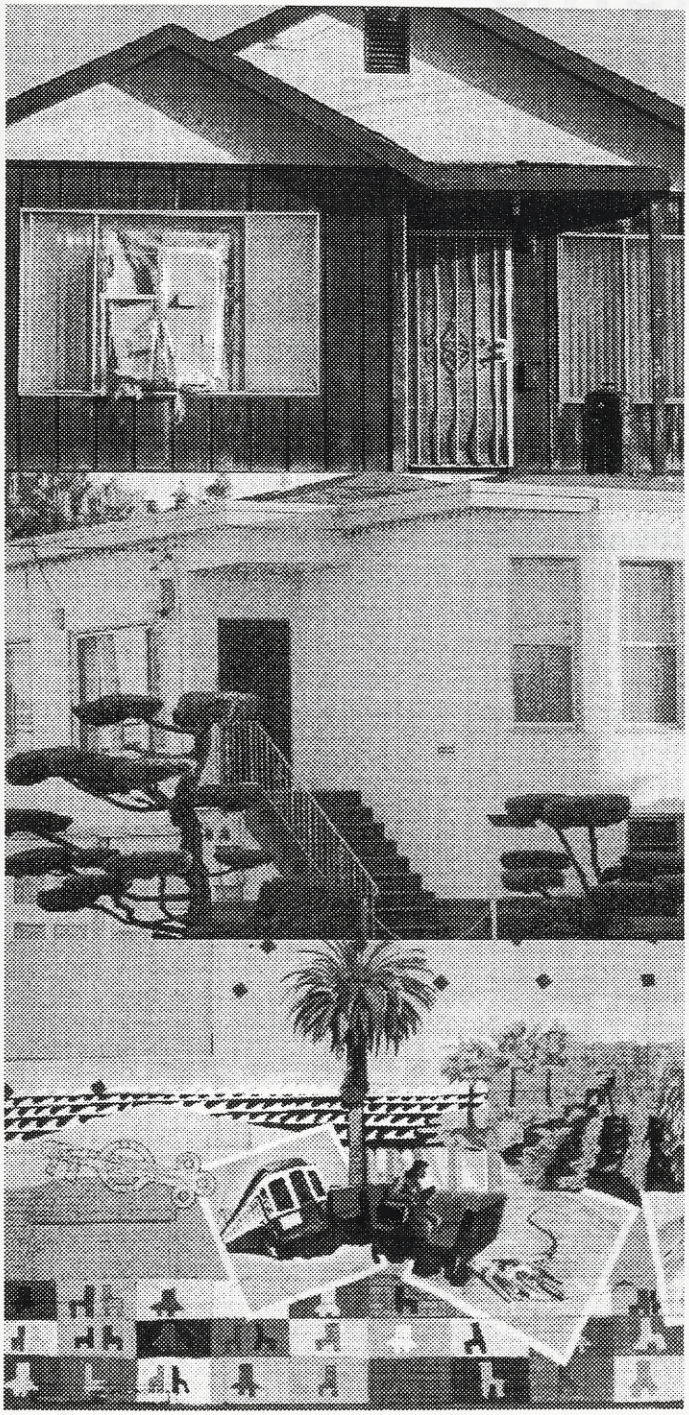
We found that the sidewalks throughout the neighborhood were in poor condition. They were cracked and uneven, which made it difficult for a person in a wheelchair, walker, or pushing a stroller to get around the neighborhood. San Pablo was not "pedestrian friendly," as it lacked tree shading and adequate low-level lighting. Within the boundaries of the neighborhood, there were very few traffic lights where pedestrians could safely cross the four-lane thoroughfare. Residents expressed that they often felt as if they were "running the gauntlet" whenever they crossed San Pablo. As far as bicycle accessibility, there were no bike lanes along San Pablo or any other part of the neighborhood. Nor was there any designated bicycle "parking" near shops or other places of public activities.

Traffic Calming Measures



Stoplights & Crosswalks





Stakeholder Interests

A portion of our research included interviews with groups and agencies considered to be stakeholders. We conducted a series of twenty 45-min. to an hour interviews with individuals associated with neighborhood groups, religious groups, City agencies, local businesses, or who were landowners themselves. These interviews reflected a number of contradictory points of view, as well as a range of understanding concerning the current situation of the Golden Gate Neighborhood. This is a compilation of the results of these interviews.

Interviews began with background questions concerning the methods, objectives, and activities of the agency, group, or individual. Participants were then asked questions regarding the perceived strengths of the neighborhood, areas in which the neighborhood could improve, obstacles to neighborhood change, and their visions for the future of the neighborhood (See Appendix for letter of introduction and questionnaire, pages 5.2-5.5). To analyze our findings, responses have been grouped into four general categories: Organizational / Institutional, Economic, Social, and Physical.

COMMUNITY STRENGTHS

The respondents of the stakeholder interviews were asked to identify what they perceived as strong aspects of the community.

Organizational/Institutional

CITY RESOURCES

One of the strengths identified was that the City had a variety of economic tools and programs that would help to make improvements within the community. The zoning of the Golden Gate Neighborhood for redevelopment was also identified as a strength. The fact that the City had recognized the need for improvement in the community meant that there was potential for positive change.

STRONG LOCAL INSTITUTIONS AND ORGANIZATIONS

Some of the interviewees mentioned that the neighborhood already contained a number of local institutions that were a source of support for the neighborhood. The large number of churches and other religious institutions was identified as an integral part of the community that provided social services and programs to the community. The Golden Gate Recreation Center and the Library were also identified as important institutions in the neighborhood that provide many educational and youth programs for the community.

Economic

POTENTIAL FOR ECONOMIC GROWTH

Many stakeholders discussed the opportunities that existed in the neighborhood for new business and the potential for economic revitalization. Vacancies in the neighborhood provided openings for more businesses. Also, the increasing property values would result in a larger economic base for the community and an increased draw for commercial tenants.

HOUSING STOCK

Some of the interviewees expressed that the availability of affordable housing for lower and middle-income buyers was a positive aspect of the community. They also pointed out the existence of well-built housing in the neighborhood.

Social

STRONG SENSE OF DIVERSITY AND COMMUNITY

Most of the people interviewed agreed that the presence of a wide range of ethnic and socio-economic backgrounds was a vital aspect of the community. The diversity provided a variety of view points and gave character to the community. It was also mentioned that there was a common

desire for overall improvement shared between community members and that this would lead to a concerted effort towards change.

LONG TERM RESIDENTS

Some felt that the existence of long-term residents in the neighborhood was positive because they contributed to the upkeep and maintenance of their properties and the neighborhood as a whole. Also, these residents were concerned about the long term effects various programs and policies would have on the community.

Physical

LOCATION

The proximity of the neighborhood to Emeryville was seen as a strength by some of the stakeholders. It meant that they were close to job opportunities, shopping, entertainment, etc. They thought that being close to the development in Emeryville would have a positive effect on the development in the Golden Gate neighborhood as well. It was also expressed that the freeways were easily accessible to the neighborhood.

TEMESCAL CREEK

A few of the respondents felt that Temescal Creek was a valuable natural resource within the community. It was seen as both a natural and recreational area.

AREAS FOR IMPROVEMENT

Stakeholders were asked question regarding areas in which they felt that the community could improve.

Organizational/Institutional

UNDERSERVED ELEMENTARY SCHOOL

It was mentioned that the local school did not have sufficient resources and funds. This was all the more problematic because it was expressed that the Golden Gate neighborhood's youth and families already faced so many challenges. Lack of resources not only affected the quality of education, but also limited the school's ability to provide extra curricular options for youth, which was thought to be a need by many.

Economic

CHALLENGING BUSINESS ENVIRONMENT

A concern that was expressed was that the neighborhood's commercial corridor was not currently viable. There was recognition that there was no real draw for non-residents to stop along San Pablo Avenue or in the area in general; the neighborhood was not a destination. San Pablo Avenue is the heart of the community's commercial district, but its current primary function is that of an important transportation corridor.

Social

INFORMATION/COMMUNICATION GAP

Many expressed their desire for better information sharing about common experiences, access to resources, and organizational activities amongst neighborhood groups, city agencies and other community members. It was felt that few residents were aware of the different types of activities and resources that were provided by or available from local organizations and stakeholders.

CRIME

Crime was one of the most common concerns. It was expressed that crime was a source of anxiety and even fear for some. This is significant, for it not only affects residents of the area, but it also affects the neighborhood's image and thus commercial prospects.

Physical

PARKING

Regarding parking, some felt that current capacity was insufficient for peak days/times. The introduction of new commercial establishments would exacerbate any existing parking problems.

TRAFFIC

Many observed that traffic passing through the neighborhood, particularly along the San Pablo corridor, was generated from neighboring Emeryville. It was a source of concern because it was a noise and safety issue, and also because traffic was thought to discourage a pedestrian friendly environment. Some asserted that the level of traffic (especially along San Pablo Avenue) divided the community, physically and socially.

CODE COMPLIANCE

Regarding code violations, many observed that buildings, especially commercial spaces, were not up to current standards. Non-compliance raises safety issues, as well as decreasing the financial value and appeal of both residential units and commercial spaces.

OBSTACLES TO CHANGE

The stakeholders and community members interviewed identified potential obstacles to change in the Golden Gate Neighborhood.

Organizational/Institutional

GOVERNMENT UNRESPONSIVENESS

The interviewees felt that the City of Oakland considers the Golden Gate Neighborhood a low priority and that community issues are not addressed sufficiently. The community members voiced their desire to have better communication and cooperation between the City and the neighborhood.

LACK OF FUNDING

Many respondents saw an insufficient amount of investment in the Golden Gate Neighborhood on the part of the City of Oakland, non-profit organizations, and other non-government organizations. Many interviewees felt that the money from City is not directed specifically at Golden Gate Neighborhood. They would like to see more funding on public services, programs and facilities.

EMINENT DOMAIN

Some interviewees expressed reservations about the City of Oakland's possible exercise of eminent domain. Fears were not due to current redevelopment plans, as the Golden Gate Neighborhood had no structures scheduled for demolition under the Broadway-Macarthur-San Pablo Redevelopment Plan, but due to the extensive amount of time within which eminent domain could be exercised. Since eminent domain can be exercised for up to thirty years after it is established, there are concerns that residents will be displaced in the future. There was an expressed desire for an improved relationship with the city and more empowered participation in the redevelopment process.

BUREAUCRACY

Many interviewed felt that high permitting fees inordinately discouraged new development and personal property improvements. There were concerns that excessive 'red tape' significantly slowed development and commercial revitalization. Again, many respondents wanted better communication between the city and the community. Ideally, this would result in a reduction in bureaucratic issues, allowing more resources time to be available for more pertinent issues.

Economic

LACK OF PRIVATE INVESTMENT

Interviewees felt that the community image does not draw new business or attract potential customers resulting in a lack of private business investment. In addition, some of the current commercial landowners are not developing their properties leaving vacant lots and empty storefronts. Many interviewees felt current vacant commercial properties on San Pablo should be developed, creating a draw to new business development. Development of commercial properties along San Pablo Avenue would provide an economic base for the neighborhood and attract potential customers.

PIECEMEAL DEVELOPMENT

Piecemeal development was also cited as an economic obstacle to Neighborhood improvement. There is currently a lack of cohesive development in the neighborhood. Some residents in the Golden Gate Neighborhood would like to see a central commercial district located on San Pablo Avenue. This is more difficult if properties are developed individually. Individual development lot by lot, if the developments are commercially successful, results in a rise in property values, making further development more expensive and less lucrative.

Social

MINIMAL PARTICIPATION

Some interviewees pointed out inconsistent turnouts in community meetings. Some groups are hesitant to speak out and voice their concerns. The members of the community would like to encourage open dialogues among one another.

LACK OF COMMUNITY OUTREACH

There was a perception of low community mobilization. As the neighborhood grows and changes demographically, community groups need to constantly recruit new community members in order to maintain a strong connection to the community. In addition, there is insufficient advocacy for certain community groups.

IMAGE

Interviewees felt that the community social image discourages business development. New commercial development would could help create a sense of place in the community for visitors and promote a stronger sense of community for residents.

Physical

SMALL PARCEL SIZES

The neighborhood consists mostly of small lots. The lot sizes limit both higher-density residential developments and larger commercial developments. To bring some of these parcels together to create larger lots for development would require larger tenants to purchase multiple lots, or the City to mandate reallocation. Many interviewees would like to participate in creating a cohesive commercial development plan that would address this issue and develop a commercial center on San Pablo Avenue.

STAKEHOLDER VISIONS

The Stakeholder Group asked interviewees what sorts of goals the Golden Gate Neighborhood could move towards in the next ten years.

Organizational/Institutional

IMPROVED COMMUNICATION WITH THE CITY

Almost everyone interviewed expressed a desire for an improved relationship between the community and the City. More interaction between city redevelopment officials and the community was also mentioned and a closing of existing communication gaps. The participants were in favor of continuing and expanding the Façade Improvement Program along San Pablo, as well as the city continuing or beginning other similar programs.

Many of the fears and obstacles to change are a result of poor communication between members of the Golden Gate Neighborhood and City officials. Improved communication could bolster both City and community support for projects resulting in a more cooperative process, and a more enthusiastic project approach.

LAW ENFORCEMENT

As crime was continuously v as a main concern among stakeholders, many would like to have increased police protection. This is especially a concern near city borders where jurisdictional issues make law enforcement efforts particularly dfficult.

TRANSIT IMPROVEMENT

The residents felt that a certain amount of improvement could be made with respect to AC Transit. They would like upgrades along San Pablo such as new lines and new stops, as well as better lighting at stops.

Economic

COMMERCIAL REVITALIZATION

Interviewees almost unanimously felt that development of commercial properties along San Pablo Avenue would improve the economic base of the neighborhood and attract potential customers. It would also attract anchor tenants and draw the community in.

LOCAL OWNERSHIP

Some interviewees felt that encouraging local ownership should be a goal in the next ten years. Many in the community wanted to encourage local business owners with a personal stake in the welfare of the neighborhood. Though large retail tenants are beneficial from an economic and convenience standpoint, the general feeling was that with the number of large retailers in neigh-

boring Emeryville, the Golden Gate Neighborhood should move to a more personal commercial scale.

INFILL DEVELOPMENT

Along those same lines, many interviewed felt the currently vacant commercial and residential properties should be developed in some way. Doing no commercial or social goods as vacant lots, development of these properties would visually enhance the neighborhood as well as providing a stronger commercial and residential base to the neighborhood.

AFFORDABLE HOUSING

Many stakeholders sought an increase in the number of affordable housing units in the area. Changing land values in the Golden Gate Neighborhood are putting some long-term, lower income residents in precarious economic positions. They would like to maintain the existing stock of housing at affordable levels

STRENGTHEN RESIDENTIAL QUALITIES

The residents in the Golden Gate Neighborhood especially would like the area to continue to exist as a residential community. Many expressed a desire to firmly establish the neighborhood as a residential community rather than looking into more of a mixed-use approach. Using the strengths of the existing housing stock the neighborhood would build an identity as an area with a strong sense of community that was a great place to live. Emeryville would then be used as a partner in development, rather than as a model.

Social

MAINTAIN DIVERSITY

Ethnic and socioeconomic diversity among residents and businesses in the Golden Gate Neighborhood was mentioned by almost all of those interviewed as something that must be preserved. A stronger connection to the neighborhood's history should be encouraged.

PROMOTE COMMUNITY COHERENCE AND CONSENSUS BUILDING

In the future members of the community would like to see more open and consistent communication among community members, rather than the currently sporadic communication channels. They encourage increased and sustained participation in community action groups and associations. Through these open dialogues, community members may than approach a mutual understanding.

SOCIAL AREAS

One thing mentioned by members of the community is that they would like more locations specifically for community social activity. As the neighborhood grows, and new residents move

in, less people are familiar with each other. An adequate meeting place might encourage interaction with one another and promote a sense of community.

Physical

STREETSCAPE IMPROVEMENT

Many interviewees wanted to see the insertion of a median strip into the Golden Gate Neighborhood portion of San Pablo Avenue. Tree plantings and the addition of pedestrian lighting would make the San Pablo Corridor friendlier to both visiting customers and neighborhood residents.

TRAFFIC

The traffic coming through Golden Gate Neighborhood is especially serious because of its position as entryway to Oakland from both Berkeley and Emeryville, as well as functioning as a transit corridor between the two neighboring cities. There was a general consensus that traffic mitigation and traffic noise mitigation should be on the agenda for improvement.

CODE COMPLIANCE

Some interviewees would like to see many of the buildings that are not currently up to code, improved to a level of compliance. Commercial properties along San Pablo, as well as dilapidated residential units that were improved would physically improve the neighborhood as well as attract commercial tennants.

CONCLUSION

Though a great deal of information was collected at each individual interview, the pool of interviewees was relatively small. Our interview pool was selected as a cross section of stakeholder interests rather than as an extensive survey. Since the neighborhood is also in demographic and economic flux, respondent opinions must be considered carefully and may not reflect the interests of the Neighborhood stakeholders at large.

There were two primary areas of consensus that surfaced in almost all of the interviews and are thus more likely to be shared by a broader range of groups. These were a perceived need for physical improvements, particularly along San Pablo Avenue, and concern for safety.

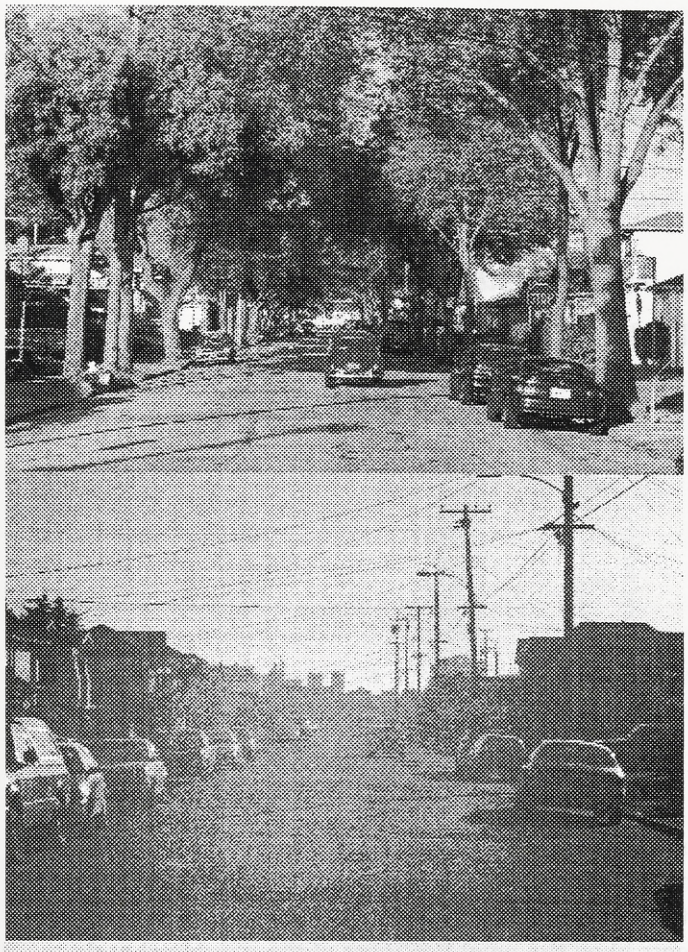
Almost everyone interviewed felt that physical improvements such as streetscape and façade improvements, trash cleanups, and other forms of street beautification were very important and would have the most immediate and noticeable impact on the area.

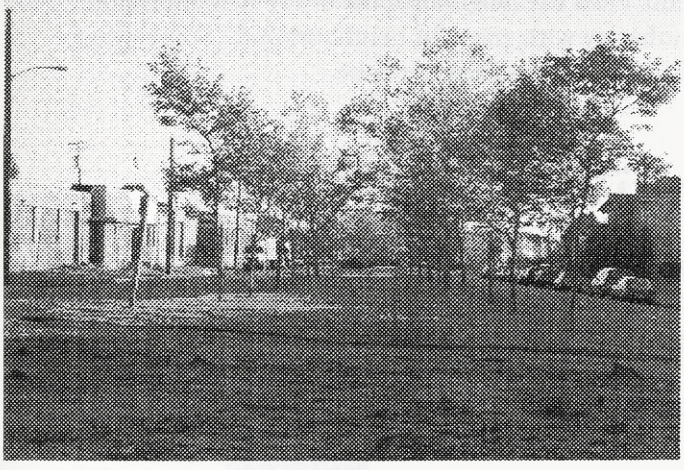
Safety, both in terms of crime as well as traffic safety, was an almost universal area of concern. If the neighborhood were made safer, the community image would likely also be improved. This in turn might assist with some of the social and economic issues

The main area of divergence lay in ideas about the overall direction that the community should take. Some wanted to focus on economic development - focusing on revitalizing existing businesses and bringing in new businesses along San Pablo. Through this more traditional redevelopment process, new money brought into the area that could then be used for other neighborhood improvements.

Others felt the homes themselves, the residents, and local groups were the most important and best part of the neighborhood. They felt these residential qualities should be reinforced rather than to trying to take the Golden Gate Neighborhood through a commercial revitalization process. These respondents typically wanted smaller businesses along San Pablo that served the immediate community rather than functioning as commercial draws for visitors.

What can clearly be concluded is that there is a fractured sense of community and a great number of interests with widely varying areas of common ground. Poor communication within the community and with agencies and organizations related to the community seems to be one of the major obstacles at this point. Many of the other issues can be resolved directly or indirectly through improved communication. To improve these channels and begin some open dialogues concerning how best to proceed would, if maintained in an open fashion, produce the most striking results at this point.





Resident Survey

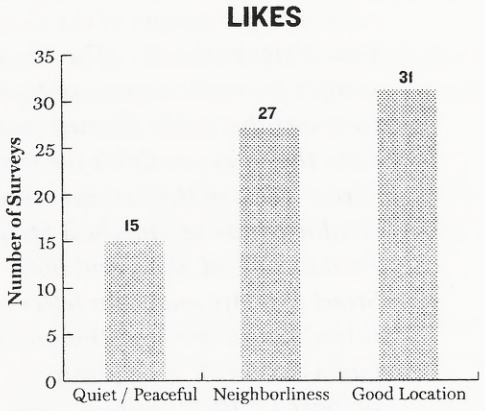
The main purpose of the resident survey group was to gather the residents' perception of the Golden Gate Neighborhood. The survey sample focused on areas of high turnover due to the limited census data that was available for such areas. Most of the surveys were conducted along Marshall Street, Fremont Street, 65th and 66th Street (See Appendix for letter of introduction and questionnaire, pages 5.6-5.12). As a group, we prepared a 10-20 minute survey and conducted a total of 55 interviews over the period of a month. We examined the neighborhood in seven different categories: general perceptions, community links, public services and facilities, businesses and economic development, safety issues and environmental context, suggestions, and demographics. The following is a collection of the results from the survey responses and our analysis of the findings.

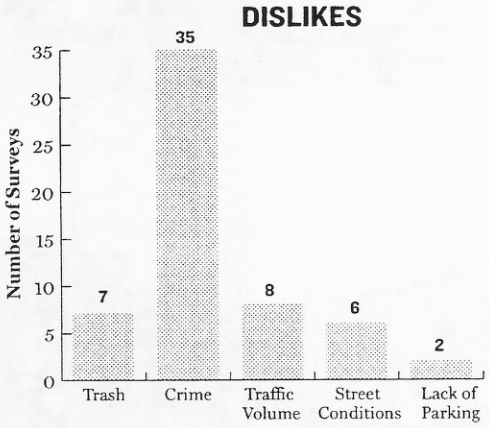
General Perceptions

These questions were designed to achieve an understanding of the overall feelings and trends toward the neighborhood.

QUESTIONS:

- *1. What are three things you* like *about your neighborhood?*
- *2. What are three things you* dislike *about your neighborhood?*



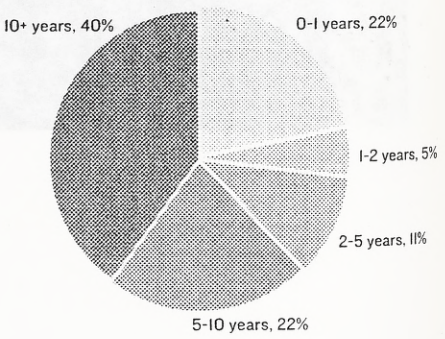


These questions served as an icebreaker for the survey, and were intended to get a preliminary sense of the individual's feelings towards the neighborhood. The preceding charts show the results. Over half of the respondents liked the location of the Golden Gate neighborhood within the Bay Area. Another half of the respondents liked the neighborliness of the neighborhood. About two-thirds of the respondents were unhappy with crime in neighborhood. Some other dislikes were traffic, trash, and road conditions along San Pablo Avenue.

Context & Community Profile

The purpose of this section was to understand of the level of comfort that the neighbors felt with each other and with the nearby religious establishments. This gave a sense of how rooted they were in the neighborhood and with their neighbors, as well as their sentiments toward religious establishments.

YEARS IN NEIGHBORHOOD



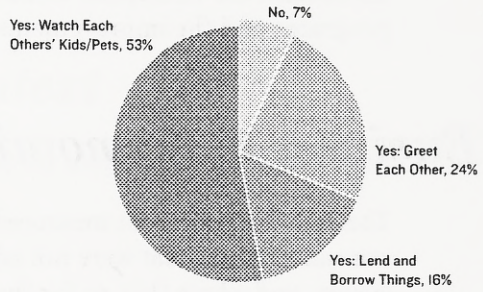
QUESTIONS:

- *3. How many years have you lived here?*
- *4. Do you know your immediate neighbors?*
  - *If yes, how well do you know them?*

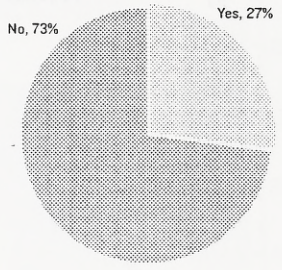
- *5. How long have your immediate neighbors lived here?*
- *6a.) Are you a member of any religious establishments in this area?*
- *6b.) Do you feel comfortable attending any of the religious services in the area?*

These questions were designed to assess the individual's sense of rootedness within the Golden Gate neighborhood. We found that over half of the respondents had lived in the neighborhood for over 10 years, about 20 percent lived there between 5 and 10 years, and another 20 percent lived there for less than a year. This indicated a high turnover rate in these particular areas of the neighborhood. The next question asked how well the individual knew their neighbors. An additional one-half of the respondents knew their neighbors very well, whereas very few did not know their neighbors at all. The last question in this section focused on the individual's religious membership with local religious establishments. A majority of the respondents did not attend services in the Golden Gate neighborhood.

HOW WELL DO YOU KNOW YOUR NEIGHBORS?



RELIGIOUS MEMBERSHIP WITHIN NEIGHBORHOOD



Public Services & Facilities

These questions gave an idea of the residents' awareness of the available services and facilities in the neighborhood. They also provided a measure of current satisfaction with known facilities, and necessary improvements or additions. The same questions were asked in regards to the youth.

QUESTIONS:

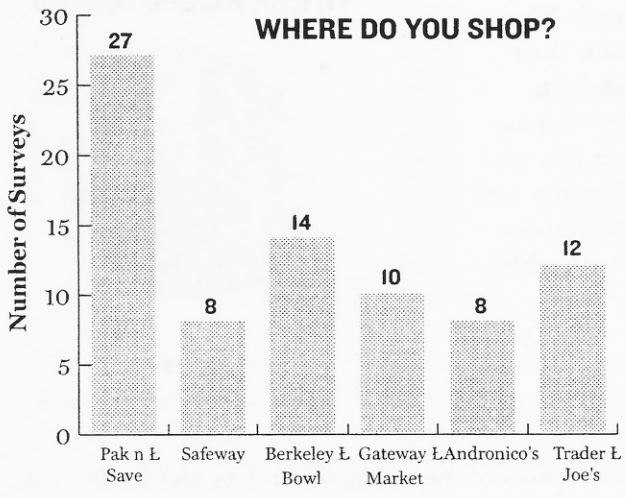
- *7. What types of public services and/or facilities do* you *use personally? (specify)*
  - *What types of public services and/or facilities would you like to see more of?*
- *8a.) What types of public services and/or facilities currently address* the needs of the youth?
- *8b.) What types of public services and/or facilities would you like to see more of* for the youth?

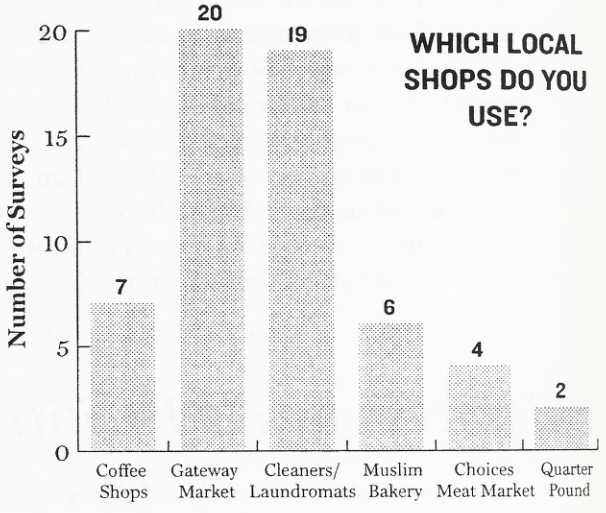
These questions were asked in order to get a sense of the individual awareness of existing services and facilities within the Golden Gate neighborhood. We wanted to find out what was needed for adults and youth and what kinds of services were already available to them. two-thirds of the respondents mentioned the Golden Gate Library while about half mentioned that parks were available to them. Some public services and facilities that were desired were crime pre-

vention and awareness programs and more frequent trash pick-up. In regards to services available to youth, only a third of the respondents mentioned the Golden Gate Library and very few mentioned the Recreation Center. What they felt was needed for youth were more after-school programs and the improvements of existing facilities.

Business & Economic Development

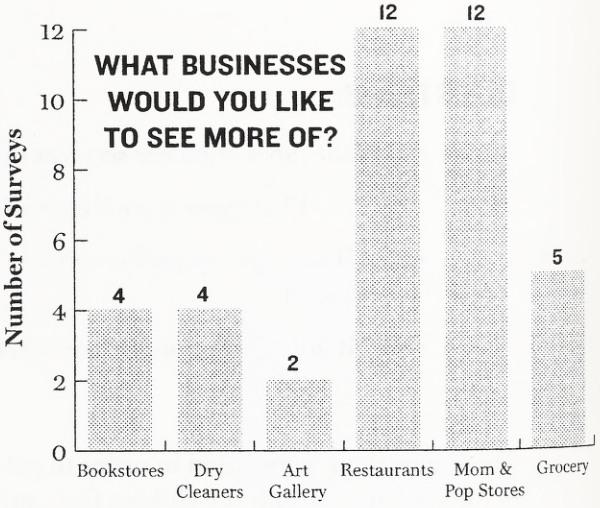
The following segment measured the amount of support for local businesses. It also includes consumer needs that were not addressed, such as currently available businesses, desired businesses, and where they go for their unmet needs.





QUESTIONS:

- *9.Where do you do your shopping?*
- *10. Do you use any of the local shops or businesses? If yes, which ones?*
- *11a.) What types of private businesses would you like see more of in this area?*
- *11b.) What types of private businesses would you like to see more of for the youth?*



These questions were intended to discover the degree of support for local businesses by residents and the types of businesses they desired. Local businesses that were supported were the Gateway Market, the cleaners, and the laundromats. Otherwise, residents shopped at Emeryville and

Berkeley. Some desired businesses were restaurants, "mom-and-pop" shops, bookstores, coffee shops, and more grocery stores.

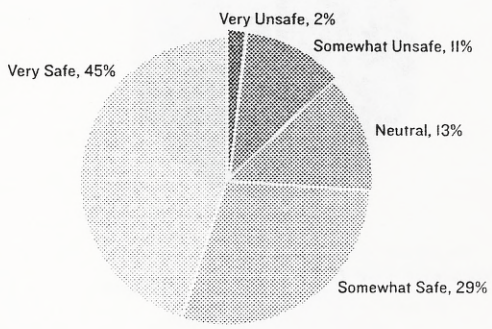
Safety Issues & Environmental Context

This part of the survey gauges their perception of safety within the neighborhood. It also uncovers desired future street improvements.

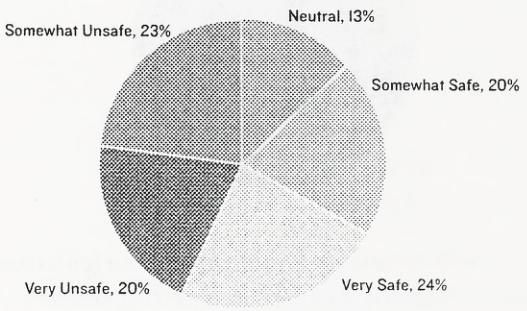
QUESTIONS:

- *12. How safe do you feel in your neighborhood? (Daytime & Nighttime)*

DAYTIME SAFETY



NIGHTTIME SAFETY



- *13. What types of businesses / services do you feel promote safety?*
- *14. What types of landscaping would you like to see in your neighborhood and along San Pablo? (example: trees, street lights, etc.)*

This segment was intended to measure the degree of safety people felt in the neighborhood and the types of improvements they desired in the physical environment. During the daytime, a majority of the respondents felt safe. At nighttime, only about half of the respondents felt safe. Some desired changes to the physical environment were basic beautification within the neighborhood and along San Pablo Avenue. Other desired changes included more pedestrian lighting, more traffic control, more curb cuts for the handicapped, and more street cleaning.

Suggestions

This section was aimed at understanding the residents' perception of the city's involvement in their neighborhood and to identify ways to increase individual participation in the community.

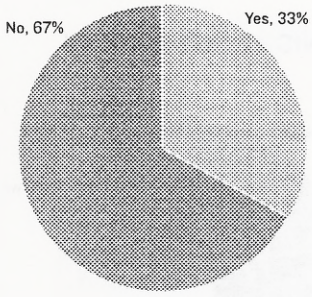
QUESTIONS:

- *15. Does the City of Oakland actively participate in the improvement of your*

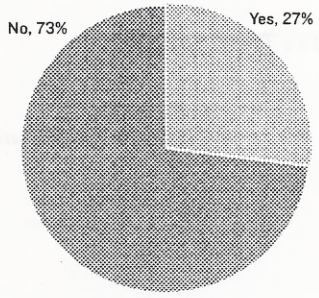
neighborhood? (Do you see actual city employees taking an active role in helping and maintaining your neighborhood?

- *16. Do you currently participate in any activities or groups that are working to improve the area?*
    - *If NO, What would it take to increase your participation or involvement in improving the community? (such as: announcements, flyers, meetings, etc.)*

DOES THE CITY OF OAKLAND ACTIVELY PARTICIPATE IN THE IMPROVEMENT OF YOUR NEIGHBORHOOD?

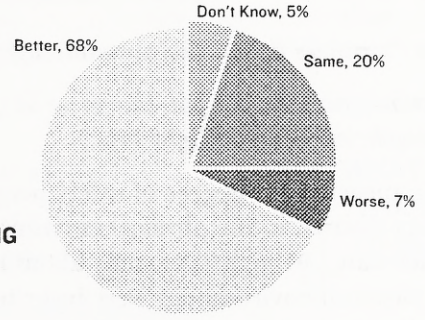


DO YOU CURRENTLY PARTICIPATE IN ANY ACTIVITIES OR GROUPS THAT ARE WORKING TO IMPROVE THE AREA?



- *17. Where do you think this neighborhood is headed? (Is it getting better? Is it getting worse?)*

DO YOU THINK THIS NEIGHBORHOOD IS GETTING BETTER OR WORSE?



We asked these questions to understand how involved the residents and the city agencies were within the neighborhood. About 67 percent of the respondents stated that they did not see any involvement by the City, yet almost three-fourths of the respondents were not involved in the neighborhood either. When asked how their involvement could be increased, the respondents replied that increased awareness through more flyers and public announcements would be needed. They also mentioned that knowing someone else that attended the meetings would encourage them to attend as well. And finally, the respondents mentioned that they would be more involved if there were specific days devoted to neighborhood improvement

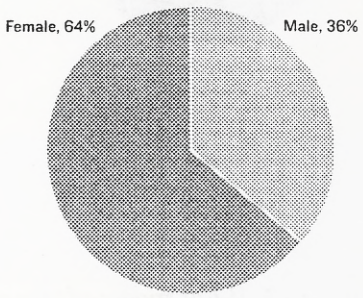
Demographics

The following information compares data from the 55 resident surveys to that of the Claritas Marketview Comparison Report for the year 2000.

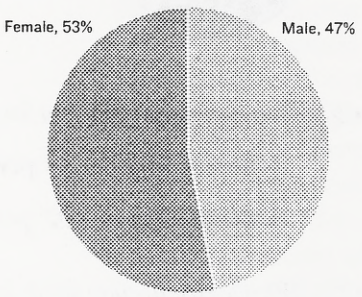
QUESTIONS:

- *18.Age*
  - **Survey (avg.):** 45.2 years
  - **Claritas (avg.):** 34.29 years
- *19. Gender*

SURVEYS

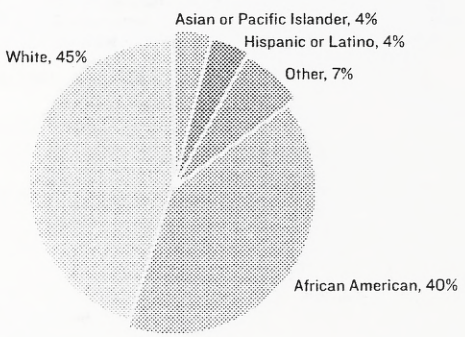


CLARITAS MARKETVIEW COMPARISON REPORT



- *20. Ethnicity*

SURVEYS



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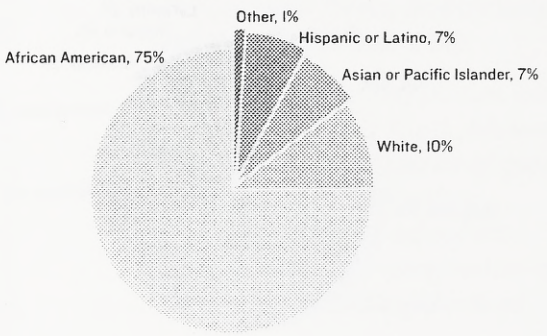
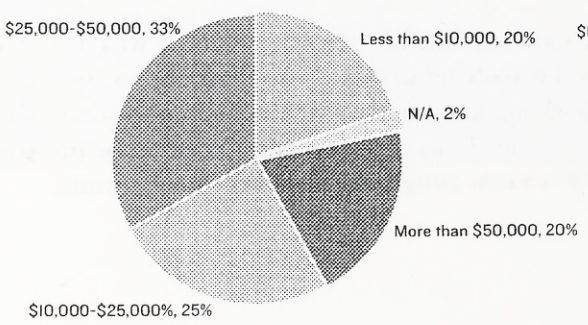


- *21. Income Range*

SURVEYS



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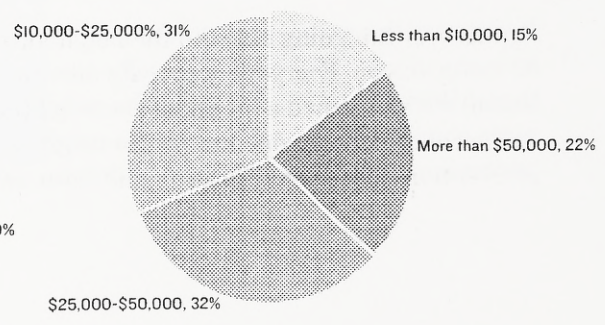
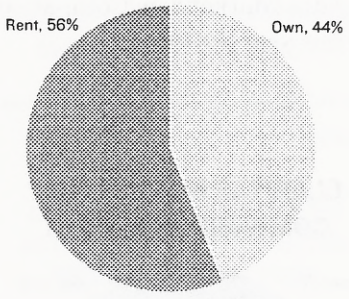


• *22. Do you own or rent your home?*

SURVEYS



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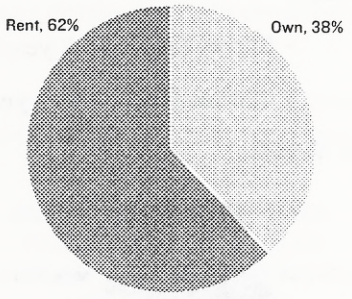
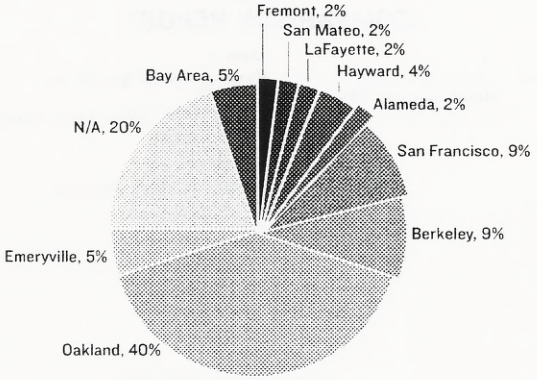


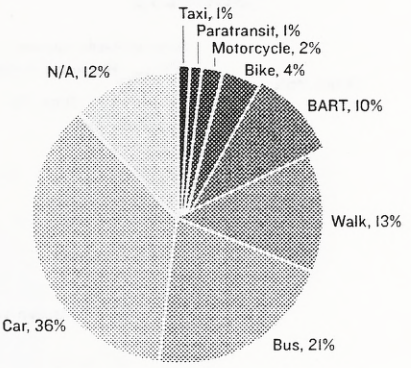
• *23. How many people live in your household?*

- **Survey (avg.):** 2.38 persons
- **Claritas (avg.):** 2.57 persons

• *24. Which city do you work in?*

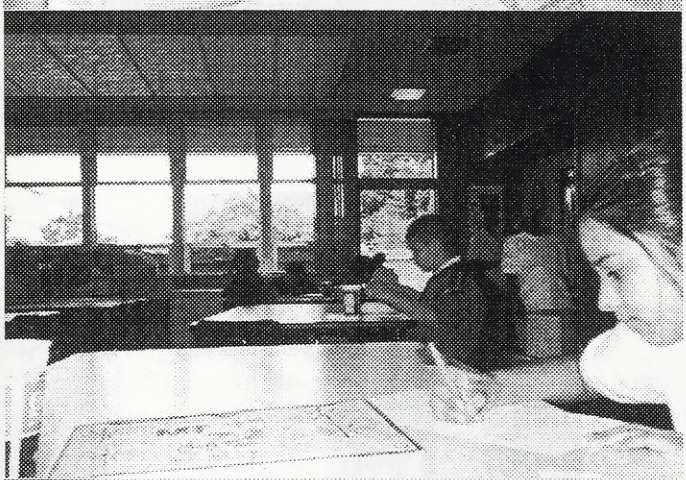


• *25. What modes of transportation do you use (rank top three modes)?*



Conclusion

It was very fun going out into the neighborhood over the last few weekends. It was nice to meet so many of you. Everyone was really nice and usually let us come into their homes to interview them! We've learned a lot about the neighborhood and hope we've touched upon some of the same concerns everyone has for the neighborhood. To us those concerns seem to be more crime prevention, more beautification and more awareness programs, especially for the youth.



Youth Survey

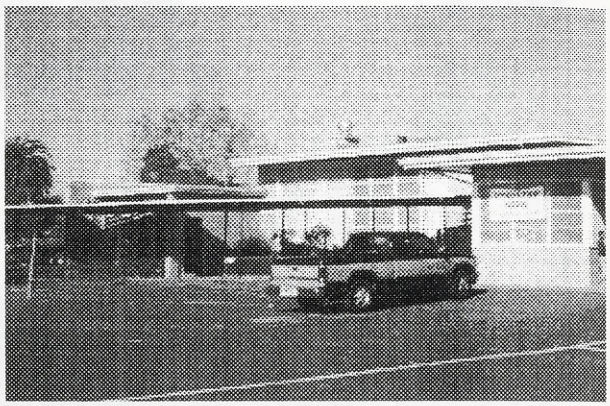
The goal of the Youth Evaluation was to obtain young community members' perception of the Golden Gate neighborhood. For more than two months, youth from after-school programs at the Golden Gate Recreation Center and the Golden Gate Library shared their views of the neighborhood through a series of participatory activities, visual exercises and discussions (See Appendix for letters of introduction, consent forms, and activity schedule, pages 5.13-5.16).

Additionally, in conjunction with a City of Oakland Youth Advisory Commission (YAC) series of questionnaires and discussions, neighborhood high school students shared their perspectives of the Golden Gate Neighborhood.

Setting

THE GOLDEN GATE RECREATION CENTER AND GOLDEN GATE BRANCH LIBRARY

We conducted the activities at the Recreation Center with a group of 12 elementary and middle school students from 11 to 14 years old. Nine of the participants were boys, most of which attended the Recreation Center for basketball team practice. The three girls participated in other activities such as ceramics or socializing in the playground. Youth participants also worked on homework at the Recreation Center.



Golden Gate Recreation Center

The library participant group consisted of five middle school students, four of whom were female. These youth participants took advantage of tutoring services, computer access and the opportunity to do school work at the Library.

The difference in the Recreation Center and Library environments colored the youth participants' comments. The library provided a studious and controlled environment. The Recreation Center, while providing time and space for homework and classes, has large spaces dedicated to outdoor activities and sports. Thus, youth participants were more free and active at the Recreation Center.

Golden Gate Library

While all the youth participants were stakeholders in the community, they related to the neighborhood in different ways. Some lived, played and went to school within the neighborhood. Others were not residents, but participated in the neighborhood after-school programs. Still others were residents, traveled out of the neighborhood to attend school and returned to neighborhood after-school programs. The diverse ways in which youth participants interacted with the neighborhood increased the diversity of their answers and discussions.

TEEN SURVEY

We solicited input from Golden Gate neighborhood teens regarding their community, education and city services. This part of the evaluation was conducted in conjunction with a citywide survey and dialogue with Oakland high school students.

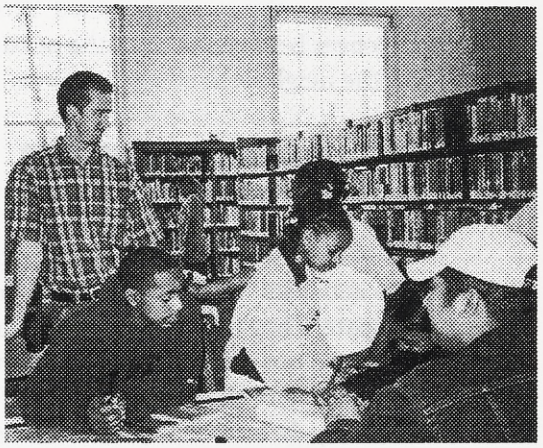
PERMISSION SLIPS AND AGENDA

To inform the parents about the evaluation, we handed out permission slips along with the list of activities we planned for the youth participants. It was important to make both the participants and their parents aware of the use of their photographs and drawings in the evaluation and presentations. Although we emphasized the importance of getting these signed and returned, many students could not participate in the evaluation because they did not return signed permission forms (See appendix for contact letter and activities schedule).

Activities & Exercises

ESTABLISHING GROUND RULES WITH YOUTH PARTICIPANTS

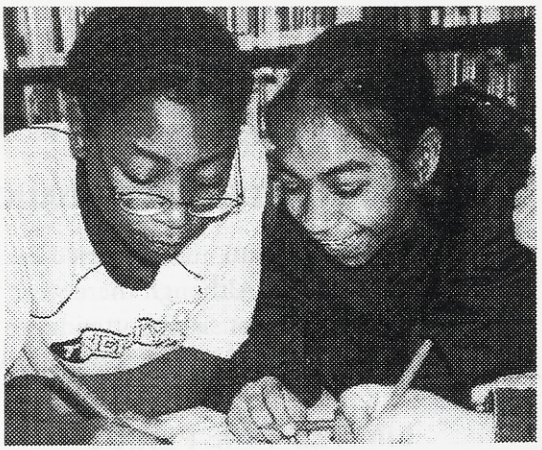
The students created their own set of rules to follow. By making their own rules, they agreed to participate under conditions that helped facilitate our activities. This approach allowed the students to understand the importance of respect, listening and cooperation in group discussions.



Students were encouraged to make their own rules

DRAWING EXERCISES

In this exercise, the youth participants were asked to draw the places they go to, avoid, walk through, like and dislike in their neighborhood. The activity was not only fun for the students, but encouraged them to answer the questions in a more comfortable setting than face-to-face interviews. While the youth were drawing, the chronological order and any noticeable emphases were noted. After finishing the drawing, we continued with interview questions by referring to the places they drew, how they drew them and why they chose those specific places.



Drawing exercises were used as tools of communication and interaction

AERIAL MAP ACTIVITY

By looking at the aerial maps of their neighborhood, the students were given a new perspective of their neighborhood and the opportunity to talk about it in a group setting. At the same time it provided a view of how their homes, schools, and daily activities fit into a regional context.

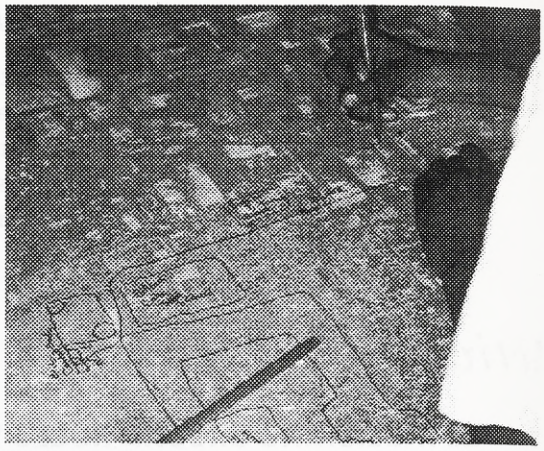
NEIGHBORHOOD PHOTOGRAPHS

Disposable cameras were handed out to each student with an instruction sheet. The students were asked to take pictures of their favorite places in the neighborhood over the course of a

week. They were encouraged to take pictures during weekdays as well as weekends. This allowed the group to see what the youth participants feel was important in their neighborhood.

MAP EXERCISES WITH TRACE OVERLAYS

Each student was given a map with tracing paper. The students were asked to trace the outline of the buildings and places they visit, and the streets they use to walk, bicycle or bus to the destinations. They were asked to put a circle around what they considered to be their neighborhood. This exposed the differences between each of the participant's definition of the neighborhood and our own.



Students drew destinations and routes on trace over an aerial map

GROUP DISCUSSIONS AND BRAINSTORMING

This exercise was an open group discussion about the activities in which the youth do and do not participate. They told us why they choose certain activities and not others; the youth participants also shared where they are allowed or forbidden to go and why. In addition, we often held group discussions or allowed the youth to write down their ideas in conjunction with the visual exercises described above.

A student-taken photo of a favorite place

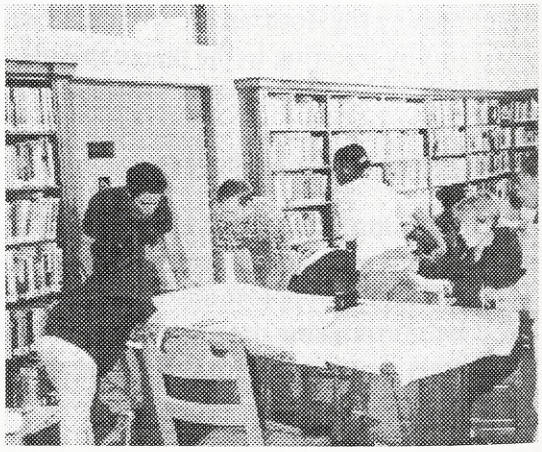
Methodology Challenges

INCONSISTENT ATTENDANCE

The student attendance varied each time we held our sessions. Although there were many participants, the inconsistent attendance made it more difficult to establish relationships with them.

LIMITED TIME PERIOD

While participatory exercises and process required spending a length of time with the students, the number of meetings we had with the students were not enough to establish sound relationships with the students. Inconsistent attendance by many participants and the slow or failure to return permission



Group exercises were used to talk about destinations and routes

slips exacerbated this problem.

LIMITED NUMBER OF PARTICIPANTS

The limited size of the youth participant groups at both the Recreation Center and the Library do not adequately represent youth of the entire neighborhood. However, the small group size allowed for more in-depth discussions and resulted in valuable insight to the neighborhood as viewed by the youth participants. Also, a significant portion of participants at the Library was of the same extended family. While their previous relations allowed them to feel comfortable with each other, their neighborhood experiences were often very similar.

CONTRASTING METHODOLOGIES

A final challenge was working with area teens attending high school. Many high school students of the neighborhood attend high school and travel outside of the neighborhood on a daily basis. Specifically, high school students did not attend after-school programs such as those at the Recreation Center and Library. Rather than meet in groups to conduct visual exercises with high school students, the questionnaire and discussions through the YAC were the best mechanisms for communicating with high school students. The contrasting methodologies of the middle-school youth evaluations and the high school student dialogue posed challenges when assembling and comparing input. However divergent the methodologies were, the results were nevertheless valuable and provided a greater diversity of insight into the Golden Gate Neighborhood.

Findings

From the above activities, visual exercises and group discussions we discovered that familiarity, proximity, safety, and available activities determine the places where the youth participants go.

FAMILIARITY

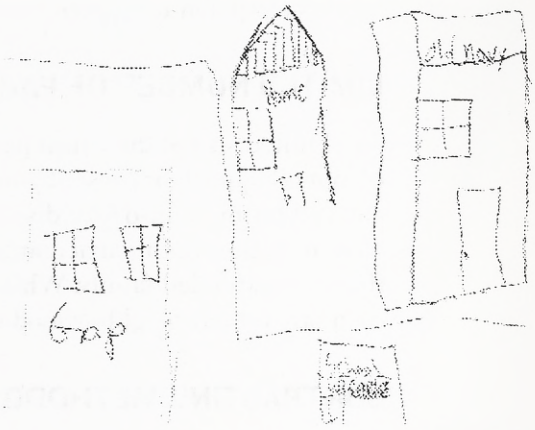
The students from the library mentioned their grandma's house, grandpa's church or stores of people they knew. The Recreation Center youth participants often went to their friends' houses and other places around the neighborhood because they knew the people in that area. One student mentioned that because he grew up with the kids around his grandma's house, he knew them all and therefore felt safe.

Students tended to visit stores of owners they knew on a first name basis

PROXIMITY

Because the students walk, ride bicycles, or occasionally take the bus, the places they use are near each other. The trace overlay with map exercise illustrates the most visited places in the neighborhood by the kids. There was noticeable density within walking distances from places such as the Recreation Center, the Library, and the youth

participants' individual homes. High school students, who often travel longer distances, showed the restriction of their movement due to public transit limitations or automobile-oriented streets.



Student drawing of walkable areas in the neighborhood

SAFETY

The students go to places in which they, and their parents, feel that they are safe. The Recreation Center and Library are prime examples. Other safe areas include: local corner stores, family churches, relatives' houses, and nearby school playgrounds. Safety also determines some places they do not use. One student mentioned that although he generally felt safe in the neighborhood, he would not take his little sister through it at night. Most of the students were restricted to several places they could go without parents and had to be home before dark. Traveling in pairs or groups for safety was common among the students. Since the high school students travel longer distances within and out of the neighborhood, they are at greater risk to walk, bicycle or otherwise travel through unsafe areas.

Safety determined where the students hung out

Specific Activities and Organized Programs

Finally, we found that specific activities and programs determine the places that the youth participants walk to, play in or avoid. One exception to this rule was found in the Emeryville commercial areas, where youth participants often choose to hang out.

ORGANIZED PROGRAMS

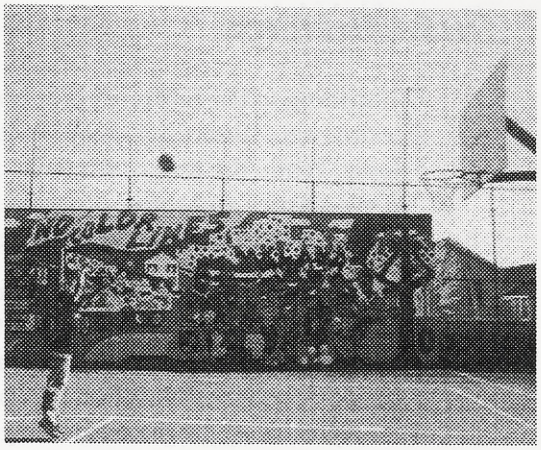
After-school programs at the Recreation Center and Library are a significant part of the youth participants' daily routine and social lives. This was apparent in their drawings of the neighborhood. The Recreation Center and Library buildings themselves were often the sole object or central focus of their drawings.

Both the Recreation Center and Library offer an array of programs, resources and activities for youth in the neighborhood. The Library offers scheduled reading and poetry hours, snacks as well as drop-in tutoring services and computer access.

The Recreation Center has many scheduled programs, such as drama, crafts and computer classes or basketball and outdoor activities. Recreation center kids also enjoyed going there because so many of them have grown up together – re-emphasizing the importance of familiarity to their movement within the neighborhood.

Most boys consistently attend the recreation center to play basketball – either on the team or in pickup games. Between basketball, socializing and the other activities, youth participants choose, rather than their parents choosing for them, to attend the recreation center.

The high school participants present a slightly different scenario. As evidenced in the attendance of predominantly elementary and middle-school students to the after school programs at the Recreation Center and the Library, many City of Oakland and other youth programs are intended for younger youth. Combined with a lack of awareness of city and school services, the high school participants thus attend after-school programs far less frequently than the younger participants.



Boys participated in the basketball programs at the rec center

SPECIFIC ACTIVITIES

Youth participants visit certain parks for specific activities such as basketball, cookouts or family gatherings rather than simply to "hang out." In many cases, tables or basketball courts have been removed from such local parks. As soon as the spaces for such specific activities were removed the youth participants and their families ceased to attend the park.

Photo of a local store taken by a student

As evidenced in the photos taken and maps drawn by the youth participants, stopping by a local corner store or food establishment was part of their everyday routine. These visits are for the obvious reason of getting snacks, often on the way from school to another activity. However, local stores and restaurants are not used as places to spend time or hang out.

LARGE-SCALE COMMERCIAL SPACES

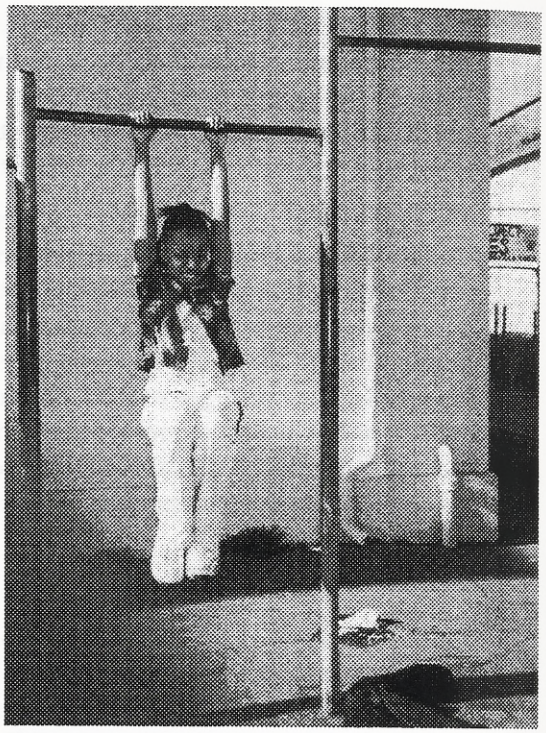
In contrast to the specific activities at parks or scheduled after-school programs, the large-scale Emeryville commercial areas – with movie theatres, a food court and large stores – serve as places to hang out. From the many photos taken of chain stores to the discussions held with the youth participants, these large commercial establishments are clearly destinations for unscheduled activities and interacting with friends. Consistent with this data, high school students often claimed a general lack of social places or hangouts within the neighborhood.

Photo of stores in Emeryville taken by a student

Possibilities

In looking to the future, kids at both programs desired activities complementary to what they were doing. While the library students expressed interest in gymnastics and active programs, kids at the more-active recreation center suggested quiet space.

In conclusion we found that familiarity, proximity, and safety structure the movement of the youth participants within their neighborhood. Commercial spaces function as a place to hang out. Finally, existing programs are very important to neighborhood youth and can be expanded to better meet these kids needs.



Appendix

STAKEHOLDER INTERESTS

- *Letter of Introduction*
- *List of Questions*

UNIVERSITY OF CALIFORNIA, BERKELEY

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SANTA BARBARA • SANTA CRUZ

COLLEGE OF ENVIRONMENTAL DESIGN
DEPARTMENT OF CITY AND REGIONAL PLANNING

BERKELEY, CALIFORNIA 94720

(Date)

Dear (Interviewee's name),

Thank you for agreeing to participate in our "stakeholder interviews" which will help us understand the Golden Gate District and develop planning strategies responsive to neighborhood needs and priorities. We very much appreciate your cooperation. (Name of student) is looking forward to meeting with you on (give date) from (time) to (time) at (place of interview).

While we will be preparing a summary of the input received through the interviews, no comment will be attributed to any individual without their permission. We will also send you a copy of our report and would like to invite you to a community presentation on Thursday, March 22 at the Golden Gate Recreation Center. This will be followed by a community workshop on Saturday April 7, also at the Golden Gate Recreation Center. Please understand that this information will be used in the development of a UC Berkeley Department of City and Regional Planning class project, the intentions of which are to fully explore the positions of everyone in the neighborhood, and to develop strategies for neighborhood improvement. Feel free to speak candidly as this will further the development of our project and help us understand the different perspectives, opinions, and ideas of the neighborhood.

Attached is a draft list of the types of questions that may be asked to give you an idea of the topics we wish to cover. Thank you again for taking the time to participate in this project. Please feel free to contact me at (510) 652-3111 or by email at kudva@pobox.com if you have any questions. If you would like to reschedule your interview, please contact (interviewer's name) at (give telephone number and/or email address). Thank you.

Sincerely,

Neema Kudva
Instructor

STAKEHOLDER QUESTIONNAIRE (general)

Introduction

- We are UC Berkeley students, working on a project for a city planning class. Our instructor is Neema Kudva.
- We are interviewing various members of the neighborhood to find out the different views and concerns that exist in the community.
- We are a neutral group and are not going to be directly affecting any decisions that are made in city programs or policies, though we will be presenting our work both to the community and the City and hope it will help the neighborhood make future planning decisions
- Confidentiality: All responses will be kept anonymous. Ask if they would like a copy of the report.
- Ask if it's ok to take notes or record the interview.
- Confirm the length and end time of the interview.

I. Personal/Organizational Information

1. How long have you lived/worked in the community? How long has your organization been in the community?
2. Can you tell me about your organization? (Objectives, methods, activities, etc.)
3. What sorts of activities take place here?
4. What sorts of user groups make use of your facilities? Are they primarily from the local community?

II. Role in the Community

1. In what ways do you interact with the local community?
2. Who do you see as the key players or groups in the Golden Gate Neighborhood?
3. Can you describe them and their activities?
4. Can you describe your relationship with them?

III. Neighborhood Planning Process

1. How would you describe this neighborhood to an outsider?
2. What do you see as the strengths of the neighborhood?
3. What would you most like to change?
4. How do you think Oakland at large views this neighborhood?
5. What influence do you feel you have in the neighborhood planning process?
6. What sorts of obstacles do you think the community faces in achieving change?
7. What is the best method to facilitate involvement for you and other concerned parties?
8. Do you think your views are representative of the community at large? Why or why not?
9. How do you think your concerns differ from those in the community who are not property owners?
10. How are the changes in Emeryville affecting the Golden Gate neighborhood?
11. How has the neighborhood changed since you've been a part of this community?
12. Describe your vision for this neighborhood in ten years.

IV. Conclusion

- Any further comments?
- Thank the person for their time.
- Tell them about the community meetings:
  - Presentation on March 22, 6:30pm-8:30pm, Golden Gate Rec Center
  - Community Workshop on April 7, 10:00am-12:30pm, Golden Gate Rec Center
  - Final Presentation on May 10, 6:30pm-8:30pm, Golden Gate Rec Center

RESIDENT SURVEY

- *Resident Survey Areas*
- *Letter of Introduction*
- *Resident Survey Questionnaire*

Resident Survey Areas

(Dark areas indicate area surveyed)

UNIVERSITY OF CALIFORNIA, BERKELEY

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SANTA BARBARA • SANTA CRUZ

COLLEGE OF ENVIRONMENTAL DESIGN
DEPARTMENT OF CITY AND REGIONAL PLANNING

BERKELEY, CALIFORNIA 94720

February 15, 2001

Dear Sir / Ma'am:

This is to introduce students from the Department of City and Regional Planning at the University of California at Berkeley. They are conducting a survey of residents in your neighborhood to better understand how you feel about the area where you live. The survey results are a part of the research being undertaken for our City Planning 116 course, which focuses on preparing a plan for the Golden Gate Neighborhood.

We are seeking your help and cooperation in answering a few questions about your neighborhood. Your input will be used in the development of a Neighborhood Planning Program, and will be kept strictly confidential. The survey will take between 15 to 20 minutes.

If you have any questions, or would like to request more information regarding this project, please contact me at (510) 652-3111.

Thank you very much for your time and effort.

Sincerely,

Neema Kudva

Neema Kudva
Instructor
Department of City and Regional Planning

Students:
Oscar Michel
Rodolfo Cabada
Karen Siu
Tom Wu

Resident Survey Questionnaire

PART I: Interview

General Perceptions

What are three things you *like* about your neighborhood?

a)
b)
c)

What are three things you *dislike* about your neighborhood?

a)
b)
c)

Context and Community Profile

How many years have you lived here?

___ 0-1 yrs
___ 1-2 yrs
___ 2-5 yrs
___ 5-10 yrs
___ 10 or more yrs

Do you know your immediate neighbors (*circle one*)?

YES NO

If YES, how well do you know them?

greet each other	*lend and borrow things*	*watch each others kids (or pets)*
1	2	3

How long have your immediate neighbors lived here

a.) Are you a member of any religious establishments in this area?

b.) Do you feel comfortable attending any of the religious services in the area?

Public Services and Facilities

a.) What types of *public* services and/or facilities do **you** or **members of your household** use regularly? *(specify)*

___ Parks: _____
___ Recreational Center: _____

___ Libraries: _____
___ Schools: _____
___ Churches: _____
___ Other: _____

b.) What types of public services and/or facilities would **you** or **members of your household** like to see more of?

Do you have any young persons/children in your household (*circle one*)? YES NO

If Y E S

a.) What types of public services and/or facilities currently **address the needs** of **youth**?

b.) What types of public services and/or facilities would you like to see more of for **youth**

Businesses and Economic Development

Where do you do your shopping? (*e.g., groceries or household items*)

Do you use any of the local shops or businesses? If YES, which ones?

What types of stores or businesses would **you** like see more of in this area?

Safety Issues and Environmental Context

How safe do you feel in your neighborhood?

Daytime

Very Unsafe	*Somewhat Unsafe*	*Neutral*	*Somewhat Safe*	*Very Safe*
1	2	3	4	5

Nighttime

Very Unsafe	*Somewhat Unsafe*	*Neutral*	*Somewhat Safe*	*Very Safe*
1	2	3	4	5

What kinds of places make you feel *unsafe* in the neighborhood? Can you tell us the reasons why these places make you feel unsafe?

What types of improvements would you like to see in your neighborhood?

along San Pablo? (*example: trees, street lights, etc.*)

Suggestions

Does the City of Oakland actively participate in the improvement of your neighborhood?

(*Do you see actual city employees taking an active role in helping and maintaining your*

neighborhood?)

Do you currently participate in any activities or groups that are working to improve the area (*circle one*)?

YES NO

If NO, What would it take to increase your participation or involvement in improving the community? (*such as: announcements, flyers, meetings, etc.*)

In general, do you feel this neighborhood is getting better or worse?
Could you tell us why? (*it is getting better? it is getting worse?*)

PART II: *Fill-In*
Demographics

Age: _____

Gender(*circle one*) *M* or *F*

Ethnicity

___ African-American
___ Asian or Pacific Islander
___ Hispanic or Latino
___ White/Caucasian
___ Other: _____

Income Range

___ less than $10,000
___ $10,000 to $24,999
_____ $25,000 to $49,999
___ $50,000 and above

Do you *own* or *rent* your home? (*circle one*)

Own Rent

How many people live in your household?
(*If you have children, please name the schools they attend.*)

Which city do you work in?

_____

What modes of transportation do you use (*rank your **top three modes***)?

a.)
b.)
c.)

Thank you for your time and cooperation!

YOUTH SURVEY

- *Letter of Introduction for Parents*
- *Consent Letter*
- *Activity Schedule*

UNIVERSITY OF CALIFORNIA, BERKELEY

BERKELEY • DAVIS • IRVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO

SANTA BARBARA • SANTA CRUZ

COLLEGE OF ENVIRONMENTAL DESIGN
DEPARTMENT OF CITY AND REGIONAL PLANNING

BERKELEY, CALIFORNIA 94720

February 15, 2001

Dear Parent(s)/Guardian(s)

Students from the CP 116 Urban Planning Process class at the Department of City and Regional Planning, University of California at Berkeley are conducting an evaluation of the Golden Gate neighborhood in Oakland. Youth perspectives will be included in the evaluation. Your child has been selected from one of the groups that are participating in the study and we value your child's insight, experience, and perspectives about their environment.

We would like to learn how your child feels about their neighborhood through activities such as drawings, games, neighborhood tours, photographs, interviews, and other interactive methods. We are writing to request your consent for your child's participation. We would also like to encourage the youth participants to express their views at a Community Meeting, where our class will present the results of the first phase of our work. The Meeting will be held on Thursday, March 22, 2001 from 6:30-8:30pm at the Golden Gate Recreation Center.

Please return the attached form with your child by the next group meeting __/ __/01. We appreciate your cooperation, and are very excited to work with your child.

If you have any questions, please contact me at (510) 652 3111.

Sincerely,

Neema Kudva
Instructor
Department of City and Regional Planning

Please sign the following form to consent to your child participating in a youth evaluation study being conducted by the students of the Department of City and Regional Planning at the University of California at Berkeley. We would appreciate it if you could return this form with your child by the next meeting. If you need any further clarifications please contact Instructor ***Neema Kudva*** *at (510) 652 3111*

I hereby give my consent for _____ (child's name) to participate in the Golden Gate Neighborhood Youth Evaluation Project being conducted by the students of the Urban Planning Process class at the Department of City and Regional Planning at UC Berkeley.

_____
(Print child's name)

_____
(Print parent's/guardian's name)

_____ _____
(Parent's/Guardian's signature) Date

I, _____(child's name), agree to participate in the Golden Gate Neighborhood Youth Evaluation Project. I understand that photographs, artwork, and/or quotes from the course of the project maybe appear in published documents related to the project. I hereby consent to the use of photographs, artwork, and/or quotes from me to be used in publications and other materials related to the project.

Where referring to me in any documents or meetings, I request that the project:

_____ Use my actual name, _____

_____ Refer to me by the assumed name of _____

_____ _____
(Child's signature) Date

Youth Evaluation Group students:
Claire Axley
Dexter Ligot-Gordon
Helen Choi
Delisa Cravanas
Jeremy Shaw

Youth Evaluation Schedule

Golden Gate Neighborhood Study
Meeting Schedule

WEEK 1:

Meeting 1:

- Introduction
- Hand out forms
- Get to know each other

Meeting 2

- Overview of activities
- Establish Ground Rules with students

WEEK 2:

Meeting 1

- Drawings activities with interviews (interviews part I)
- Evaluation & Feedback

Meeting 2

- Intro to photography exercise
- Hand out cameras
- Hand out written guidelines
- Evaluation & Feedback

WEEK 3:

Meeting 1

- Group discussions
- Small group discussions/ surveys
- Photo compilation/ presentation

Meeting 2

- Walking tour of the neighborhood
- Individual interviews (interviews part II)
- Map exercise with group
- Evaluation & Feedback

WEEK 4:

Meeting 1

- Plan community meeting and presentation

Meeting 2

- Mock community meeting and presentation

Golden Gate Neighborhood Plan / UC Berkeley

COMMMUNITY MEETING # 1 REPORT

A Summary of Comments from Community Meeting #1
held March 22nd, 2001 as part of the
Golden Gate Neighborhood Plan Studio

prepared by

Students from the Urban Plan Studio, CP 116, Department of City and
Regional Planning, University of California at Berkeley

Spring 2001

Students

Claire Axley
Rodolfo Cabada
Amy Chan
Melisa Chimienti
Helen Choi
DeLisa Cravanas
Lena Delchad
Sadaf Khatri
Roy Kim
Dexter Ligot-Gordon
Oscar Michel
Brittanya Murillo
Avril Pernia
Yelile Saca
Daniel Sakai
Tag Savage
Jeremy Shaw
Karen Siu
Tom Wu

Instructors

Neema Kudva and David Driskell

CONTENTS

Golden Gate Community Meeting Report / March 22, 2001

1 Introduction **1**

- **A** Community Meeting Purpose and Overview
- **B** Meeting Structure and Agenda

2 Summary of Small Group Comments **2**

- **A** Issues overlooked in student presentations
- **B** Key Issues identified in small group discussions
- **C** Evaluation

Appendices

- **A** Meeting Agenda
- **B** Meeting Participants List
- **C** Written Comment Sheets
- **D** Comments on San Pablo Corridor Photographic Documentation

1 INTRODUCTION

A Community Meeting Purpose and Overview

The Community Meeting provided an opportunity for residents of the Golden Gate Neighborhood and involved City of Oakland staff to review the data collected and presented by our group. More importantly, it was an opportunity for residents to evaluate our findings and to comment on issues that we had overlooked in conducting a participatory evaluation. All the data collected will be incorporated into a neighborhood revitalization sketch plan.

B Meeting Structure and Agenda

The Community Meeting began with a welcome and introduction from Professor Neema Kudva. This was followed by personal introductions from each meeting participant.

The main part of the meeting consisted of four presentations by the students. The presentation started out with the Data Collection group who focused on gathering information from existing documents and reports. They presented issues regarding land use and development, public services and facilities, transportation, economic development, and environmental context.

The second presentation by the Stakeholder Interview group outlined the perspectives and concerns found through 20 stakeholder interviews. This group analyzed stakeholder responses in terms of strengths, weaknesses, obstacles to change, and visions of the neighborhood.

The Resident Survey group then presented their findings from 55 surveys conducted in the neighborhood. They highlighted the resident perceptions of the neighborhood, community context, public services and facilities, economic development, public safety, and neighborhood involvement.

Finally, the Youth group presented the views and concerns of teenagers and youth who live in the community. They showed how youth use of space was based on familiarity, proximity, and safety. They further discussed existing programs, and the improvements needed.

At this meeting there were more than 35 participants. They were later divided into three discussion groups where they were invited to share ideas and concerns related to key issues faced by the neighborhood as well as other issues that they feel have not yet been adequately addressed. The meeting was then adjourned.

2 SUMMARY OF SMALL GROUP COMMENTS

Following is a summary of the comments that were recorded during the small group discussions at the Community Meeting.

A ISSUES OVERLOOKED IN STUDENT PRESENTATIONS

Communication

Problems with lack of communication within the Golden Gate community.

Communication with the City:

- Existing services and facilities are underutilized. (Existing city services: Broadway / MacArthur / San Pablo Redevelopment Project; Bart shuttle service; Median strip)
- Need newsletter and websites
- Government responsiveness

Communication between Neighborhood Residents

- There is a lack of participation and responsiveness to issues due to lack of communication between community members in the neighborhood.
- With new residents (mainly whites) moving in, the community needs to bridge the color lines with the current black majority.
- Community meeting needs to have a better representation of the community demographic ratio.
- The computer lab, career and job search services are underutilized. Need to outreach to teens and youth from outside the recreation center and library.

Blight

Run-down residential properties exist in the neighborhood.

- Maintenance of residential properties

Relationship with Emeryville/Berkeley

Jurisdictional Cooperation with Emeryville and Berkeley

- Phone and electric lines (put underground in Emeryville)
- Possible commerce from Emeryville (residents coming into Golden Gate Neighborhood to buy stuff)

Neighborhood Change

- "Gentrification" means different things to different people
- Steps to keep current residents from getting 'priced out' of the area

B KEY ISSUES IDENTIFIED IN SMALL GROUP DISCUSSIONS

Businesses and Commercial Revitalization

- Develop unique commercial district
  - Capitalizing on small business culture - oppose strip malls
  - Anchor businesses
- Coffee Shop, Bookstores, etc.
- Areas for Quiet Pursuits (maybe in conjunction with Library)
- Shopper / pedestrian-friendly commerce on San Pablo
- Protection of small businesses
- Small lot size limits development options
- Convince large landowners to develop properties

Insufficient Neighborhood Facilities

- Desire New Facilities
- Auditorium and multi-purpose room
- Facility to hold programs / performance (e.g. for local musicians and artists)
- Sports facilities
- Improve school

Image and Reputation of Neighborhood

- Cleanliness (street cleanups)
- Trees (watering and planting)
- Underground power lines
- Code enforcement
- Enforce barking dog ordinance
- Attractions (e.g. beautification, shopping, eating, entertainment)
- Improve funding to improve existing buildings.

Youth Engagement

- Engaging and inspiring programs / projects / activities
- After school programs for youth
- Provide places for youth to hang out
- Places to go to vs. places to stay

Policing and Public Safety

- Faster police response
- Address drug dealing and nuisances on residential streets
- Crime reduction
- Increase police presence
- Pedestrian friendly community (especially San Pablo Avenue)
  - Median to slow down traffic
  - Arrest speeding cars
  - Additional pedestrian lights

Open Space / Public Areas

- Friendly Public Space
- Clean up Temescal Creek Park

Transportation Improvement

- Bart Access
- Lack of parking at stations
- Service not accessible at night
- Busses should run longer hours
- Improve and repave San Pablo Street
- Free shuttle for kids

Communication Improvement

- Increase awareness of city services
- Increase community participation from all residents
- Block clubs, street parties

C EVALUATION

Best Part of Presentation

- Participation from neighborhood
- Great presentations and slides
- Informative
- Appreciated the information on youth needs for entertainment and the environmental impact of industry in the area

Ideas For Improvement

- Include polled group
- Keep focus on larger issues
- Microphone
- Lack of time for discussion and to look at boards
- Interviews students that are not in the recreation center and library

Additional Comments

- Bring boards to other meetings
- Don't assume people will/can read and look at the boards
- Ask permission before taking pictures at meeting

APPENDICES

A Meeting Agenda

B Meeting Participants List

C Written Comment Sheets

D Comments on San Pablo Corridor Photographic Documentation

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

AGENDA

6:30 pm	I.	**WELCOME AND AGENDA OVERVIEW**
6:45 pm	II.	**PRESENTATIONS ON EXISTING CONDITIONS AND KEY ISSUES** ➢ Group 1: Data Collection ➢ Group 2: Stakeholder Interviews ➢ Group 3: Resident Surveys ➢ Group 4: Youth Perspectives
7:45 pm	III.	**SMALL GROUP DISCUSSIONS ON KEY ISSUES**
8:15 pm	IV.	**SMALL GROUP REPORTS**
8:30 pm		*close*

Groups # 3

3

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Speed on streets Walkable streets

b)

c) Kids things to do after school

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

   a) ***Best Part:***

   b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

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Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

   NO / "PERHAPS" INCOMELEVELS

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

   a) SAFETY / CLEANLINESS (STREET CLEANUPS) / TREES WATERING, PLANTING

   b) COMMUNICATION / ~~Neighbor~~ BLOCK CLUBS STREET PARTIES TELEPHONE TREES

   c) "FIGHT" POLLUTION

ADDITIONAL QUESTIONS AT THE BACK!

3. What did you like best and least about this meeting?

a) *Best Part:*

- OVERVIEW
- STATISTICS
- WISHES OF TEENAGERS + YOUTH

b) *Ideas for Improvement:*

COFFEE SHOPS
SMALL LOCATION FOR READING
POETRY, TALK

3. Any other comments?

YOU DID A GREAT JOB!

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

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Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

   Jurisdictional - emeryville/oak./Berk.

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

   a) ~~commercial~~ communications inter/intra

   b) code inforcement

   c) stuff to do - bookstores, cafe's, music or transportation

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:*** info great! well organized, well presented

b) ***Ideas for Improvement:*** more time
break / social
~~more copies~~
~~open space, parks~~
~~offer more mom & pop~~

3. **Any other comments?**

better awareness - flyer, posters

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

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Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

   a) CRIME

   b) TRAFFIC

   c) ATTRACTIONS (EX. EATING, ENTERTAINMENT, BEAUTIFICATION SHOPPING

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:*** INFORMATIVE

b) ***Ideas for Improvement:***

3. **Any other comments?** WE NEED MORE OF THIS KIND OF INVOLVEMENT

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

> Police presence & response (i.e. we can't get them to come when we call)
> Blight & clutter w/ residential properties
> Library computer lab re: career help
> Underground all electrical wiring (telephone & electric lines)

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Develop pedestrian-friendly commerce on San Pablo

b) Address drug dealing & nuisances on residential streets

c) Add friendly public space
- Clean up Temescal Creek Park
- Add open space / parks / green space

ADDITIONAL QUESTIONS AT THE BACK!

- New building — facility

3. **What did you like best and least about this meeting?**

   a) ***Best Part:***

   b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. Are there any important issues you think we overlooked in our presentation?

youth / teens -- could have talked to more than just the kids at the library + rec centre.

2. What are the three key issues you feel are the highest priority for the neighborhood?

a) ~~[illegible]~~ developing a commercial district that is unique and capitalizes on our historic architecture + culture, i.e. the antithesis of

b) ↳ creating engaging + inspiring programs + projects for youth

c) ↳ employing art + culture as a tool for individual empowerment + neighborhood revitalization.

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

Meeting ~~[illegible]~~ neighbors I didn't know.

b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

THE SOON TO BE ESTABLISHED WELFARE OFFICE AT THE OLD BERKELEY FARMS BUILDING (EAST SIDE)

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) CRIME PUSHERS AND RECYCLING ACTIVITY

b) IMAGE AND ~~PRESENTATION~~ AND REPUTATION

c) FROM A COMMERCIAL STANDPOINT, THE SPENDING ABILITY OF THIS RELATIVE COMMUNITY

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

   a) ***Best Part:***

   b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

   a) Crime Reduction

   b) Youth activities - after school programs

   c) Gentrification ?
   The difference of needs between those who have been here & those who are coming in.

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

b) ***Ideas for Improvement:***

3. **Any other comments?**

I feel like I've done this before. Is the material from Jennifer and Prof. Ed Blakely going to be incorporated with this group

---

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 1

Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. Are there any important issues you think we overlooked in our presentation?

Quality of life crimes

No Police response

2. What are the three key issues you feel are the highest priority for the neighborhood?

a) Crime & Police response (none)

b) "Human" - scale development Enough Big-Boxes!

c)

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

   a) ***Best Part:***

   b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

#2

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

this is a hard one -
you guys did a pretty thorough presentation
(maybe more info on exisitg
city services)

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Safety / reduction of crime

b) Commercial revitalization

c) youth activities

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

   a) ***Best Part:***

   b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

7

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

I think you covered a lot of important issues; crime, Safety, Keeping the Streets clean + the teen issues.

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) I would like to get a stop sign on 54th & Lowell.

b) Of coarse Keeping down crime is My first * Priority.

c) Keeping the Neighborhoods clean

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

b) ***Ideas for Improvement:***

3. **Any other comments?**

I engoyed the presention from the students! It seems as though they did their Home Work

THANK YOU!

3

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

not really

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) beautification

b) safety - crime reduction

c) community feeling
more activities for youth

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

Excellent coherent reporting on community

b) ***Ideas for Improvement:***

- roundabouts control traffic
- underground power lines
- activities for youth

3. **Any other comments?**

We really need more time to talk all things through

THANK YOU!

Excellent

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

NO.

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Crime

b) making attractive desirable businesses open

c) Getting People involved in community outwardly

ADDITIONAL QUESTIONS AT THE BACK!

3. What did you like best and least about this meeting?

a) *Best Part:*

Very thorough + complete!

b) *Ideas for Improvement:*

need a microphone!
Hand microphone or lapel mic.

3. Any other comments?

Need more time...

Please Bring the Boards to other meetings. No time to look tonight.

THANK YOU!

3

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

what concrete steps are being taken to keep the people living in the area now from getting priced out of the area.

I have seen at least three houses go up for sale and remain vacant after the deal is closed. I myself am well above (well sort of) the median salary and cannot afford to buy here.

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Housing affordability

b) traffic / streets / pedestrian safety (coordination between police depts w/ every w. ↑ spillover ↑ it's like the INDY 500 around 5:00 every day

c) re vitalize commercial centers (community and commercial) ↳ coffee shops -and- walgreens ↲

ADDITIONAL QUESTIONS AT THE BACK!

3. What did you like best and least about this meeting?

a) *Best Part:*

people showed up !!

b) *Ideas for Improvement:*

Enforce Barking Dog Ordinance

Repave and re-line (cross walks) San Pablo

3. Any other comments?

Keep people focused on the larger issues

THANK YOU!

3

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

Great — I can't think of any thing

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) Retaining business -

b) Finding out owners of empty locations + see why they are keeping ~~their land~~ empty/property

c) Develop more activities for older youth

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

Status of community Park
Lack of this — Park

b) ***Ideas for Improvement:***

3. **Any other comments?**

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 1
Identifying Issues and Opportunities

Comment Sheet

We will use this discussion to think about the key issues facing our neighborhood. Also, please record any comments you may have on the presentation made by the class on existing conditions and participatory evaluation conducted by the students. This discussion will not focus on looking at alternative strategies to address these key issues (the topic of the next Meeting on April 7, 2001).

Please use this sheet to give written input on the issues discussed in the meeting and in the small groups. Use the space on the back for any additional comments.

1. **Are there any important issues you think we overlooked in our presentation?**

Emeryville Residents need services + they aren't getting them from Emeryville so there are opportunities there (-
What is already happening? PAC + development
median strips?
specifically
boat shuttle
undergrounding electric
+ bedding lighting

2. **What are the three key issues you feel are the highest priority for the neighborhood?**

a) more facilities to hold programs — public + private (soccer fields, auditoriums)

b) Animal welfare education + treatment/care facility — we have a bad pet mistreatment problem

c) Regionally attention to needs emeryville + oakland + Berkeley

ADDITIONAL QUESTIONS AT THE BACK!

3. **What did you like best and least about this meeting?**

a) ***Best Part:***

Lots of people talking - great!

b) ***Ideas for Improvement:***

Reports from city about what is already happening here — (PAC, median strips) code changes (re-zoning)

3. **Any other comments?**

THANK YOU!

COMMENTS ON SAN PABLO AVENUE PHOTOGRAPHIC DOCUMENTATION

San Pablo Corridor Comments
(noted from Corridor Pictures)

Looking East (towards the hills)

- 53rd St. (Emeryville Border)
  *Concern **lights** in Temescal Creek Park. Almost attacked one night by vicious pitbull.*

- Between 54th St. & 55th St.
  Neighborhood needs a new restaurant here.

- Between 55th & 56th St.
  Multi-colored facade
  Great building should be a café!

- Corner of 56th St.
  Concrete block incomplete building
  Another horrible unsightly use.

- Between 56th & 57th St.
  Golden Gate Library
  Friends of Library

- Corner of Aileen St.
  Horrible, unsightly use!

- Corner of 57th St.
  Someone was runover and killed crossing the street here.
  Great classes for kids for kids and also for adults.
  Hand in hand; historical context, stripped of ornament older, older buildings earthquake issue.

- Stanford intersection
  Median strip on Stanford is local "green" area but needs garbage can so it will not get trashed.

- Between 58th & 59th St.
  Never eaten here yet but it looks good. Taste the Hereafter
  Historical fancy brick front 1) wood behind 2) concrete behind.
  Wonderful building should be used for pedestrians-friendly business.
  Bethel Church owns this property but learns it a mess; nice opportunity missed.

San Pablo Corridor Comments
(noted from Corridor Pictures)

Looking East (towards the hills) *Continue*

- Between 59th & 60th St.

Shopped here Gateway Supermarket
Anchor bolts; earthquake code compliance (life safety).
Building should be rehabbed & business developed.
This liquor store allows large groups of kids, drugs, throughout the night
Trouble spot. Gateway Liquors

- Looking down 61st St.
  Home sweet home!

- Between Golden Gate 61st & 63rd St.
  Golden Gate School
  Children went to school here years ago.
  1920's Building Boom. '33 Earthquake Field Act retrofitted at 10 years old. Modernized to art deco.

- Between 63rd St. & Alcatraz
  Old houses with storefronts.
  Lost brick veneer (taken off?) tidy

- Between Alcatraz & 65th St.
  Has been painted Low Cost Appliances
  Many appliances in back
  My house street
  Needs trees, has been painted Corner store

- Between 65th & 66th St.
  Abandoned overgrown yellow building
  Washers 65th, Bad sidewalk 65th
  Block needs trees
  New "flea market"
  Eyesore R&B Auto Store
  Bad walk trash frequent at bus stops
  My house street

- Between 66th & 67th St.
  This street needs more green and more colorful plants & more trash cans.

- Looking towards Berkeley, 68th St.
  Need more murals!

San Pablo Corridor Comments
(noted from Corridor Pictures)

Looking West (towards Bay)

- Stanford
  Ashram is not a neighborhood friendly magnet- it turns inward rather than outward.

- Between 59th & 61st St.
  No bus stop between Stanford & 62nd St.
  House well built but in complete need of rehab. Still lots more to do.

- Between 63rd & 64th St.
  Not enough trees and gardens.
  No grocery stores nearby, market.

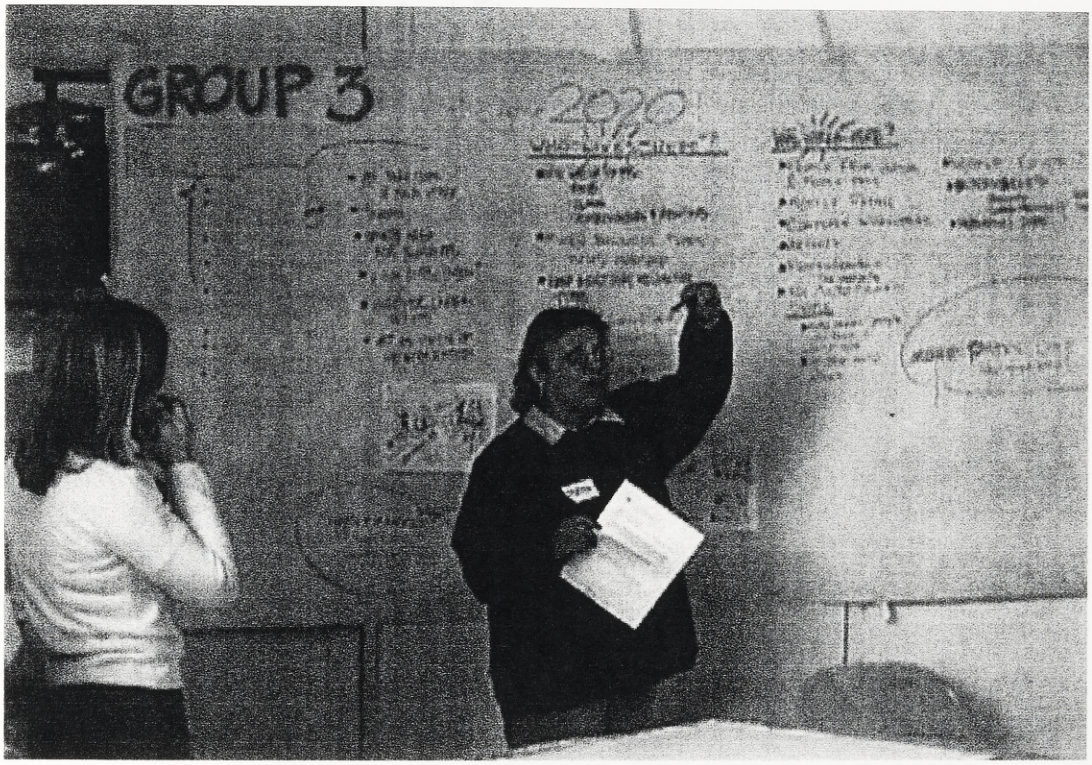
- Between Picadilly & 65th St.
  Donuts & Burgers
  Trash often piled out back.
  Pay phone at right busy with loud business.

- Between 65th & 66th St.
  Old cars (vacant lot at corner)
  Bus stop has resident white, daytime hooker
  More abandoned cars!
  Trucks park old steel drums in lot
  Needs trees

- Between 66th & 67th St.
  Not a good place to eat. (McDonalds)

Golden Gate Neighborhood Plan / UC Berkeley

COMMMUNITY MEETING # 2 REPORT



A Summary of Comments from Community Meeting #2
held April 7, 2001, as part of the
Golden Gate Neighborhood Plan Studio

prepared by

Students from the Urban Plan Studio, CP 116, Department of City and Regional Planning, University of California at Berkeley

Spring 2001

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Oscar Michel
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Avril Pernia
Yelile Saca
Daniel Sakai
Tag Savage
Jeremy Shaw
Karen Siu
Tom Wu

Instructors

Neema Kudva and David Driskell

CONTENTS

Golden Gate Community Meeting Report / April 7, 2001

1 Introduction **1**

- **A** Community Meeting Purpose and Overview
- **B** Meeting Structure and Agenda

2 Summary of Small Group Comments on a Vision for the Neighborhood **2**

3 Summary of Discussion on Strategies for Implementing the Vision **4**

Appendices

- **A** Meeting Agenda
- **B** Meeting Participants List
- **C** Written Comment Sheets

1 INTRODUCTION

A Community Meeting Purpose and Overview

The second Community Meeting was structured to give residents of the Golden Gate Neighborhood an opportunity to express their thoughts and opinions on the vision they had for their neighborhood. Residents worked in small groups to come up with a vision for the neighborhood and also provided additional input through comment sheets. The vision statements as well as the key issues facing the neighborhood (which were explored in Community Meeting # 1) together determine the direction of the neighborhood revitalization sketch plan that will be presented at the third and last Community Meeting on May 10, 2001.

B Meeting Structure and Agenda

The Community Workshop began with a welcome and introduction from Professor Neema Kudva. She also addressed issues brought up by some neighborhood residents on the problems and opportunities offered by collaborations between neighborhood groups, the University, as well as city agencies in doing neighborhood level planning studios. Neighborhood residents felt that they had participated in a number of University-led planning exercises without seeing any favorable outcomes. A discussion followed on what exactly a planning exercise could provide and the ethics surrounding such work. As one participant finally said, "we can explore the kind of foundation we want to build for our neighborhood through such collaborative exercises, but the neighborhood must come together to build the house above it."

The students then presented a summary of the key issues facing the neighborhood, which were arrived at through the participatory evaluation conducted in the first phase of the class and feedback provided at the earlier Community Meeting. Then, for the main part of the workshop, the 30 meeting participants were split up into two small groups in order to create a vision for the year 2020 for the Golden Gate Neighborhood. The discussions were recorded on large vision posters, which included a map of the neighborhood. Participants also worked off individual comment sheets.

The small groups then reported back to the larger group. There were many areas of overlap between the vision statements of the two small groups, though one group's vision concentrated on more realistic goals while the other had focused on a more utopian ideal for the neighborhood. A discussion followed on how best to achieve these visions. These strategy ideas were also recorded on large posters, as well as on individual comment sheets. The meeting was then adjourned.

2 SUMMARY OF SMALL GROUP COMMENTS ON A VISION FOR THE NEIGHBORHOOD

Following is a summary of the Vision Statements that were recorded during the small group discussions at the Community Meeting.

Describe the neighborhood in the year 2020 to an out-of-town visitor

- Family friendly
- Safe and joyous place for the children and elderly
- People take care of each other and are good neighbors

- Small community setting with block clubs & green space, parks and bike lanes
- Nice parks, shopping and things to do within walking distance
- Places to sit in the sun
- Lots of trees
- Exposed creeks (Temescal Park)
- Art as a vision of neighborhood

- Ethnically diverse community, with a strong African-American cultural heritage.
- Diverse community that has people of different ages, incomes and life-styles.

- "Village vacation" spot
- Mixed use buildings with different uses close together
- More grocery stores, coffee shops, and a "soul food" place
- No more Mc Donald's or liquor stores
- Small home offices
- There's a movie theater!
- Nice median strip down San Pablo
- High employment rate
- Library.

Who lives here in the year 2020 and what types of housing are available for them?

- Mix of families and professionals
- Place for the elderly
- A mixed group of people, in terms of ...
  - Ethnicity
  - Class
  - Renters and Homeowners
- NO criminals

- Existing single-family homes (bungalows) protected
- Apartments protected too, renters have a place in the neighborhood. Affordable housing exists, as does a stock of moderate priced homes.
- Mixed use and density with high density housing on major streets and some live/work lofts
- NO ABSENTEE OWNERSHIP

Who works here and what types of jobs are available?

- People from outside, and people from the neighborhood
- Mostly retail shops and mom and pop stores
- No new auto shops, existing ones remain in compliance with code
- Worker Co-ops
- Supermarkets
  - Quality, close proximity
  - Provide jobs
- Industrial work exists
- Computer workspace jobs
- Artists
- Service professionals, like in Emeryville

What activities take place in the neighborhood in the year 2020?

- Activities for children: like a playground and a sports area
- Centers for childcare and elderly
- Home-care training center

- Commuter access (Amtrak)
- Post office for the neighborhood
- Community swimming pool
- Legal services
- Small clinic (urgent care)
- Parks—for dog walking
- Community gardens

- Ice cream parlor
- Movie Theatre
- Bicycle Shop
- Coffee shop / café / poetry setting
- Library
- Home bakery
- Sports
- Vegetable market
- Specialty (antique) shop
- Local sweat lodge
- Galleries

What accomplishments are you most proud of?

- Community involvement, including kids
- Community spirit
- Greater communication
- Small, safe neighborhood with clean streets and no stray dogs
- Safe and accessible for pedestrians activity

- Excellent and well-funded schools with a stimulating education system.
- Community participation in schools

- One church that responds to everyone's needs (rather than multiple churches within the community)
- No chain stores—small individually owned businesses
- Self-sustaining solar energy and other local alternative sources

3 STRATEGIES TO IMPLEMENT THE VISION

What can we do ourselves to make our vision a reality?

- Get residents involved; get people to participate in neighborhood improvement activities
- Actively use and participate in existing programs like the summer jazz evenings in the library
- Form a crime committee
- Create better communication between residents and neighborhood groups through:
  - Phone tree
  - Centralized communication system
  - Notice boards
  - Television channels
  - Internet sites and web pages
  - Information answering machine
  - List of community groups and other available resources

What can we do with some help from the City of Oakland?

- Better trash management
- Attract more businesses into the area
- Plant more trees
- Repair sidewalks & improve and update existing infrastructure
- Organize cleanup days in the neighborhood and encourage residents to:
  - "Adopt an area"
  - Perform community service

What do we need the City of Oakland to do?

- Increase police presence and activity to reduce crime, drug dealing and prostitution
- Enforce code compliance
- Cut bureaucracy and increase responsiveness
- Municipalize energy
- Implement median strip improvements on San Pablo Avenue
- Remove neighborhood from broad Macarthur Redevelopment Plan
- Provide incentives for small businesses

- Provide funding for landscaping & beautification of neighborhood
- Provide funding for façade improvements
- Outlaw recycling 'cart pushers'
- Provide regular street cleaning
- Awareness / outreach (of available programs and incentives)
- Education within schools concerning trash
- Create more municipal parking

Feedback on Community Meeting

- Material should be widely distributed
- Explain statistics (including sources used and sample size)
- Put some of your time and energy towards producing concrete results such as:
  - Good resource list
  - Web page
  - Phone message system
  - Bulletin board
- This is a great way to start community involvement
- Thank you! I feel supported in a way I never have before regarding this neighborhood.
- Very well done

APPENDICES

A Meeting Agenda

B Meeting Participants List

C Written Comment Sheets

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

AGENDA

10:10 am	I.	**Welcome And Agenda Overview**
10:20 am	II.	**Presentation:** ***Key Issues Identified in Community Meeting #1***
10:40 am	III.	**Small Groups:** ***Our Vision for the Golden Gate Neighborhood***
11:40 am	IV.	**Small Group Reports**
12:00 pm	V.	**Large Group Brainstorming:** ***How We Can Achieve Our Vision***
12:30 pm		*close*

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

We will use this discussion to think about our vision for the Golden Gate Neighborhood. Please record your responses to the visioning questions on this sheet, which you can then share with others in your small group discussion.

It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.** ***In two to three sentences, how would you describe it to them?***

1) A great rec area for young adults + teens, children to play sports + activities.
2) Nice cafés and shopping within walking
3) Good neighbors who participate in keeping the community updated.

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

1) A mixture number of rental apartments along with home owners and business which keeps the community updated right in the our neighborhood.

2) Mixed culture with residences.

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Mom + Pop shops as well as
large business

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Everything from a good place to get fit physically
to a great library to obtain reference
material + entertainment films etc.

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

This community has gone from a
Pimp + Prostitute drug selling area people
were afraid to go by after dark to
a safe community + family atmosphere
where we can have dinner, buy books + party
+ enjoy walking through it at night.

THANK YOU!

Neena
Dorrie Dolscorle

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

"Strategies" Comment Sheet

We have discussed our vision for the Golden Gate Neighborhood. Now let's think about strategies to make the vision real.

What can we do ourselves, as a neighborhood, to make our vision a reality? SPAGGIA

NCPC / WHEN PROBLEM CALL + FOGGL CALL + CALL. PHONETREE; HOTLINE ANSWERING MACHINE BLOCK CLUBS.

What can we do with some help from the City of Oakland?

PUSH FOR TREES + RUBBISH RECEPTICLES. POT HOLES - SIDEWALKS. CORE TRAINING. GENERAL

What do we need the City of Oakland to do?

- MORE POLICE / CUT BEAUROCRACY
- FAÇADE IMPROVEMENT. LANDSCAPING. MUNICIPAL PARKING LOTS

ADDITIONAL QUESTIONS AT THE BACK!

We are also interested in your feedback about this workshop—what you liked about it, and how we could have improved it. Please use the space below for your comments.

VERY WELL DONE.
MATERIAL SHOULD BE
WIDELY DISTRIBUTED

Any other comments? EXPLAIN STATISTICS /
(VERY INTERESTING) AND
THE SOURCE + SAMPLE SIZE.
(55 SAMPLES/1990 CENSUS)

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

"Strategies" Comment Sheet

We have discussed our vision for the Golden Gate Neighborhood. Now let's think about strategies to make the vision real.

What can we do ourselves, as a neighborhood, to make our vision a reality?

COMMENTS

What can we do with some help from the City of Oakland?

What do we need the City of Oakland to do?

ADDITIONAL QUESTIONS AT THE BACK!

We are also interested in your feedback about this workshop—what you liked about it, and how we could have improved it. Please use the space below for your comments.

I understand this is simply a class, but if some of the energy could be put towards a concrete result as opposed to just a document that would be awesome! Some low-hanging fruit, like putting together a good resource list, webpage or phone message system/bulletin (sp?) board/whatever. Time & energy are the most valuable resources, and since you have those (for the semester, at least :), putting them to concrete results would be great!

Thanks!

Any other comments?

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

"Strategies" Comment Sheet

We have discussed our vision for the Golden Gate Neighborhood. Now let's think about strategies to make the vision real.

What can we do ourselves, as a neighborhood, to make our vision a reality?

Spadra
Library

What can we do with some help from the City of Oakland?

What do we need the City of Oakland to do?

ADDITIONAL QUESTIONS AT THE BACK!

We are also interested in your feedback about this workshop—what you liked about it, and how we could have improved it. Please use the space below for your comments.

Great way to Start the Community Involvement.

Any other comments?

Mailing of Redevelopment Mtg. to come By the City

Home-involved in redevelopment

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

"Strategies" Comment Sheet

We have discussed our vision for the Golden Gate Neighborhood. Now let's think about strategies to make the vision real.

What can we do ourselves, as a neighborhood, to make our vision a reality?

What can we do with some help from the City of Oakland?

What do we need the City of Oakland to do?

ADDITIONAL QUESTIONS AT THE BACK!

We are also interested in your feedback about this workshop—what you liked about it, and how we could have improved it. Please use the space below for your comments.

done perfectly

Any other comments?

Thank you! I feel supported in a way I never have before regarding this neighborhood. Great work!

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

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It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.**
   In two to three sentences, how would you describe it to them?

STRONG BLOCK CLUBS, GREEN AREAS FOR SMALL GET-TOGETHER; EVERYONE KNOWS & HELPS EACH OTHER. LOTS OF ARTISTS, SCULPTURES IN EVERY GARDEN, LOTS OF SMALL IN-HOUSE & HOME OFFICES, TELEPHONE TREES

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

ALL AGES, ALL COLOURS, RESIDENTIAL HOMES / CONVERTED GARAGES WHERE POSSIBLE, A SMALL CHILDCARE RESIDENCE; A HOME SCHOOLING SPACE; A SMALL "COMMUNITY GATHERING SPACE" / KIDS PLAYING SAFELY IN STREET OR NEIGHBORHOOD PLAY-GROUND — ALL RELATIVELY SMALL COFFESHOP / HEALTHY SMALL FOOD & SNACK SUPPLY SOULFOOD PLACE

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

HOME OFFICES - COMPUTERS. GOOD MAINENANCE CREW; (INDEPENDENT CONTRACTORS; TEACHERS; A ~~HOME~~ CENTER FOR TEACHING HOME CARE GARDENERS, COMMUNITY GARDEN

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

LOTS OF ARTISTS, SMALL GALLERIES CRAFTSMEN, LOTS OF VIGOROUS RETIREES, ~~BOOKMOBILE~~, GOOD ROTATING SCULPTURES, ATTRACTION: SELFRELIABLE, ALMOST "RURAL ENCLAVE" WITH KINDNESS AND HELPFUL NEIGHBORS

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

THAT A NEW VISION EMERGED OF SMALL, SAFE NEIGHBORHOODS WITH GREAT COMMUNITY SPIRIT A SAFE PLACE FOR KIDS AND THE ELDERLY. A SWEATLODGE, A TEPEE AND ONE TOTALLY DEVOTED CHURCH FOR FOOD ETC + NEEDS OF PEOPLE **THANK YOU!**

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

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1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.**
   In two to three sentences, how would you describe it to them?

Can walk to stores, coffee shop
natural area we know our neighbors
diverse trees

2. **Who are the people in this neighborhood?**

   a) Who LIVES here and what types of housing are available for them?

All sorts of people renters + owners,
mostly small bungalows but more owners

b) Who WORKS here and what types of jobs are available here in the neighborhood?

retail, artists, computer industrial,

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

location near city means people visit but
walking up & down SP.
parade - San Pablo parade! for outsiders
block parties - for residents

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

San Pablo ~~Ave~~ is a beautiful tree lined
street that people love to visit

transportation
Berg library w/ kids programs

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

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1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.** ***In two to three sentences, how would you describe it to them?***

This is a charming neighborhood, where people know each other + take care of each other. We walk to just about anything we want/need.

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

A wide range of people live here. People whose families have lived here for generations, ~~new~~ newer families, ~~professional~~ single people, professionals, people on fixed incomes, spiritual people from different religious traditions. mixed race + income

Housing - many houses, some larger apartment buildings (with adequate parking).

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Mostly our neighbors work here - but people from outside to (keeps in new revenues).

Jobs - retailers

service professionals

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Shoe repair

Key/lock

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

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It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

Where did the name come from?

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.** ***In two to three sentences, how would you describe it to them?***

- Artist & friendly family friendly environment
- Lots of things to do within walking distance.

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

A very diverse & close group of families, Artist & Business people. Moderately priced nicely kept Single family, Hi density & Live work Lofts

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Retail & Commercial
Artist
Tele computers

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Moons, Local Spots, Street/Block events. Shops: Family Small Neighborhood needs. More house. Boutiques Music shop...

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

Building Community Involvement.

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

We will use this discussion to think about our vision for the Golden Gate Neighborhood. Please record your responses to the visioning questions on this sheet, which you can then share with others in your small group discussion.

It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.**
   In two to three sentences, how would you describe it to them?

   Ethnically, racially, culturally diverse, there are trees, plants, neighborhood gardens, parks friendly to seniors & disabled, workshops & community events with music that bring people together, bike lanes.

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

   Financial help in refurbishing homes keeps the ethnic, racial, cultural diversity, while making the neighborhood prettier.

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Small businesses, shops + services.

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

Our Solar + Wind power neighborhood grids have taken local power away from the corporations. Small shops have taken the place of chains like Mac Donalds.

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley
Community Meeting # 2
Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

We will use this discussion to think about our vision for the Golden Gate Neighborhood. Please record your responses to the visioning questions on this sheet, which you can then share with others in your small group discussion.

It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.** ***In two to three sentences, how would you describe it to them?***

It's a low-key, diverse neighborhood with good schools and a fairly high level of community involvement. The streets are safe & well lit. Affordable housing is available here.

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

Diversity in age, ethnicity, economic level. Off of major streets – lots of single family and other low-density housing. Some apartment bldgs (med-level) on major streets. Apartment living 1-2 stories above much of the commercial endeavors on the major streets.
plenty of parking

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

commercial & light industrial jobs
live-work artisans
teachers, clergy
small-business offices at street level

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

sports, arts & crafts activities for kids—year-round
exercise, arts & crafts, adult ed opportunities for youth & adults
good schools with lots of parental & community supp
coffee shops, book & music store(s); mom & pop stores within the residential areas
hang-out places for teens & young adults with locally created plays, dance nights, music, games

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

We now have excellent schools and facilities for children & youth.

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

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It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.**
   In two to three sentences, how would you describe it to them?

   A Thriving Neighborhood of mixed use offices, Condo, Live work areas. A beautiful median strip no boarded up stores, and no vacant lots.

2. **Who are the people in this neighborhood?** Mixed Races & Mixed Incomes

   a) **Who LIVES here and what types of housing are available for them?**

   (1.) ~~Single Family~~ Single People, Married People with Children, Professional people who work at home & away from home.

   (2.) Single Family homes, Condos, Apartments, Town houses & Live work Lofts

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood? Pixar, Chiron, PacSave, Longs, Computer Programmers, Graphics Artists, Clerks

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Drug Stores, Grocery Stores,

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

Removal of the Drug Dealers & Prostites Crime has been reduced. The Neighborhood is now safe once again.

THANK YOU!

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 2

Visioning and Strategies for Neighborhood Revitalization

"Vision" Comment Sheet

We will use this discussion to think about our vision for the Golden Gate Neighborhood. Please record your responses to the visioning questions on this sheet, which you can then share with others in your small group discussion.

It is the year 2020 and everything we hoped to achieve to improve the Golden Gate Neighborhood back in 2001 has been achieved. The Golden Gate Neighborhood has become an ideal place in which to live, work and play. Let's describe what it's like in the year 2020...

1. **An out-of–town visitor asks you about the Golden Gate Neighborhood.**
   In two to three sentences, how would you describe it to them?

   1. along San Pablo Ave. which north and south from Richmond to Oakland downtown
   2. Stores available where I can take care of my needs groceries, $5 & 10 ~~items~~ items, book store, pharmacy, library, bakery, coffee shop.
   3. Movie theater, small park sit on bench & talk with others

2. **Who are the people in this neighborhood?**

   a) **Who LIVES here and what types of housing are available for them?**

   Retired people, small families, homes, apartments, condominiums, melting pot,

ADDITIONAL QUESTIONS AT THE BACK!

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Mixed assortment of workers, shoe repair, pharmacists, library, food workers, produce butchers, various shops needing employees.

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Jazz in the park, movies, library discussion groups, community activity meetings,

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

Median strip, library renovation, crime reduction, general neighborliness, safe streets, better transit facilities.

THANK YOU!

CONCLUSIONS

b) Who WORKS here and what types of jobs are available here in the neighborhood?

Mixed assortment of workers, shoe repair, pharmacists, library, food workers, produce, butchers, various shops needing employees.

3. What kinds of activities happen here? What kinds of shops are here? What kinds of facilities and services are available? Are there things that attract people from outside the neighborhood?

Jazz venues, [illegible], groups, community activity meetings,

CONCLUSIONS

4. Of all the things that have happened since 2001, what accomplishments are you most proud of?

Median strip, library renovation, crime reduction, general neighborhood safe streets, better transit facilities

THANK YOU!

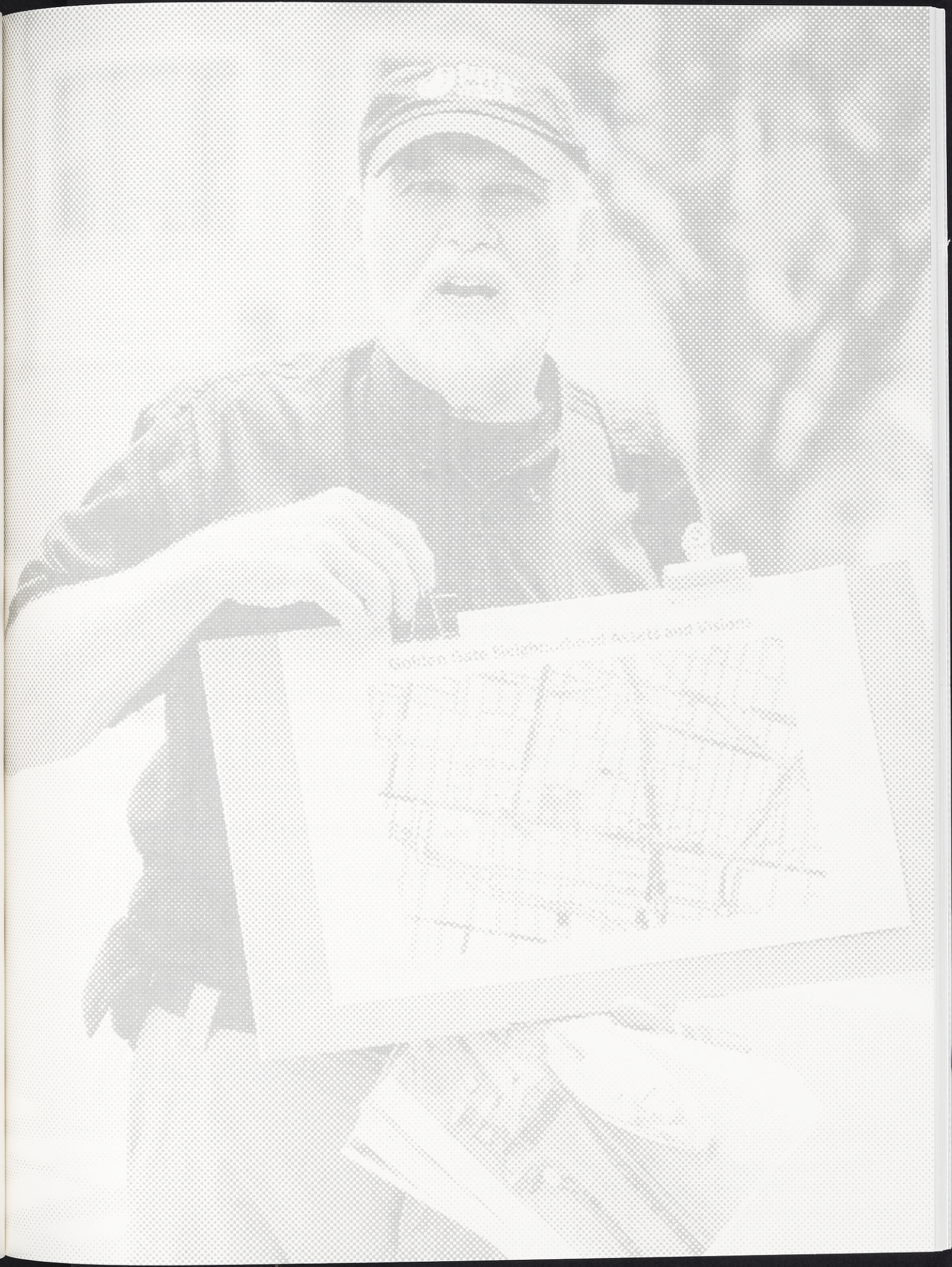

PHOTO PREVIOUS PAGE

Robin Freeman, planner & environmentalist at Communities' Crossing, a series of neighborhood history events, 2014

Photo by Pamela Palma

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COLLEGE OF ENVIRONMENTAL DESIGN
DEPARTMENT OF CITY AND REGIONAL PLANNING

BERKELEY, CALIFORNIA 94720

May 10, 2001

Thank you for supporting the students of the Spring 2001 Urban Plan Studio in the Department of City and Regional Planning at UC Berkeley. This undergraduate studio was designed to help students understand the complexity of community-based planning, where the planning process takes into account a community's needs and values and builds on a community's capacity to implement and manage change.

The studio was divided into two phases: we first conducted a participatory evaluation of the neighborhood, the findings of which were presented at the first Community Meeting held on March 22, 2001. After receiving feedback from the community, we then proceeded to work with residents on a Vision Statement for the neighborhood at our second community meeting held on April 7, 2001. The students then used the key issues generated in the first phase and the vision statement to work on a sketch plan for the revitalization of the Golden Gate Neighborhood. The sketch plan concentrates on three aspects: Reclaiming San Pablo Avenue, Enhancing the Neighborhood and Working Together. The students will present the plan to the Community at the third and last Meeting held on May 10, 2001.

Attached are copies of documents produced by the students. These include:

1) An *Existing Conditions Report* that summarizes the findings of the two month long participatory evaluation effort. Copies of the Boards produced for the presentation are available with Rhita Wilson of CEDA and Charles Porter of SPAGGIA.

2) Reports of the two *Community Meetings* that were held.

3) Three handouts that together describe the *Sketch Plan for the Revitalization of the Golden Gate Neighborhood.*

If you have any questions, please feel free to contact me at 510-652-3111 or via email at kudva@pobox.com. Thank you.

Sincerely,

Neema Kudva

Neema Kudva

Golden Gate Neighborhood Plan / UC Berkeley

Community Meeting # 3

A Sketch Plan for the Revitalization of the Golden Gate Neighborhood

AGENDA

6:40 pm	I.	**Welcome and Agenda Overview**
6:50 pm	II.	**Overview:** ***Neighborhood Issues and Vision***
7:00 pm	III.	**Student Presentations:** ***A Sketch Plan for the Revitalization of the Golden Gate Neighborhood*** ***- Reclaiming San Pablo Avenue*** ***- Enhancing the Neighborhood*** ***- Working Together***
7:45 pm	IV.	**Large Group Discussion:** ***Where Do We Go From Here?***
8:30 pm		*close*

Reclaiming San Pablo

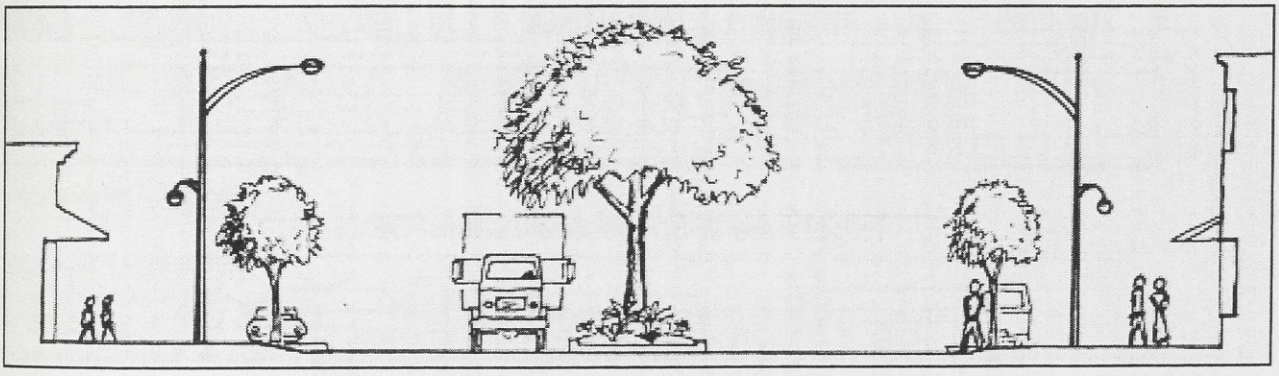
A conceptual plan for redevelopment of the San Pablo Avenue Corridor

This document is one part of a three-part "Sketch Plan" for the Golden Gate Neighborhood. The other two parts are ***Enhancing the Neighborhood*** and ***Working Together***. The Sketch Plan was prepared by UC Berkeley students through a community-based planning studio, based on input and ideas from neighborhood residents. For more information, contact Charles Porter at SPAGGIA, 654-8763.

The San Pablo Corridor

San Pablo Avenue connects the cities of Oakland, Berkeley and Emeryville along a commercial corridor that provides a great economic development opportunity for the Golden Gate Neighborhood. Currently the Golden Gate Neighborhood portion of San Pablo Avenue, from 53rd to 67th streets, is economically and physically underutilized. At the community vision workshop in April, neighborhood residents envisioned this stretch of San Pablo Avenue as the focal point of an economically, socially and culturally diverse neighborhood. They expressed desires for targeted redevelopment to rejuvenate the existing commercial stock; improve the look, function and safety of the pedestrian and street environment; and create a greater diversity of uses and actvities along San Pablo to serve neighborhood residents and visitors.

The following sketch plan has been drafted with the neighborhood's vision in mind. It focuses on four complementary target areas along the San Pablo corridor. Each target area expands upon existing land uses, utilizes local and regional markets and maintains the unique identity of the Golden Gate Neighborhood. In an effort to address regional markets without endangering existing commercial establishments, the proposed redevelopment plan of the San Pablo Corridor focuses on mixed-use housing and commercial projects, with retail establishments which target specialty niche markets. This type of development will create the desired pedestrian-friendly atmosphere and complement, rather than compete with, current business growth in Berkeley and Emeryville.



The Proposed Sketch Plan

The Sketch Plan outlined on the following pages focuses on four target areas, each with a distinct focus yet complementary to each other. The four areas are:

1 ***A Link to the Region***
2 ***Arts and Performance Center***
3 ***The Walkable Neighborhood Center***
4 ***Housing for a Diverse Community***

These four areas have significant development potential, and could facilitate economic growth individually as well as for the neighborhood as a whole. The types of uses and scale of development that might be considered in each area are outlined on the following pages.

The proposed revitalization also includes a streetscape beautification program. The streetscape beautification program will not only visually and functionally unify the existing commercial district but will also link existing beautification efforts of Berkeley and Emeryville. General streetscape improvements will include the introduction of a median strip, tree plantings, and additional and improved crossing points along San Pablo. Crossing points along San Pablo need to be set every three hundred feet, since pedestrians seek to cross a street without going more than one hundred fifty feet out of the way. Tree plantings along both sides of San Pablo will create a canopy over the road, cooling it 4 to 7 degrees and lengthening the life of the asphalt.

Target Area 1: A Link to the Region

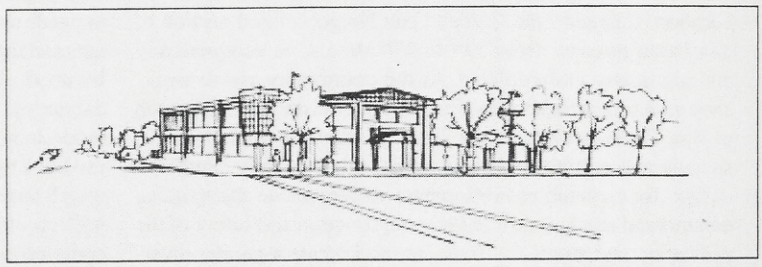
This target area is on San Pablo at the north end of the Golden Gate District. The target site consists of three underutilized properties on the west side of San Pablo between 65th and 66th near the Oakland / Berkeley border.

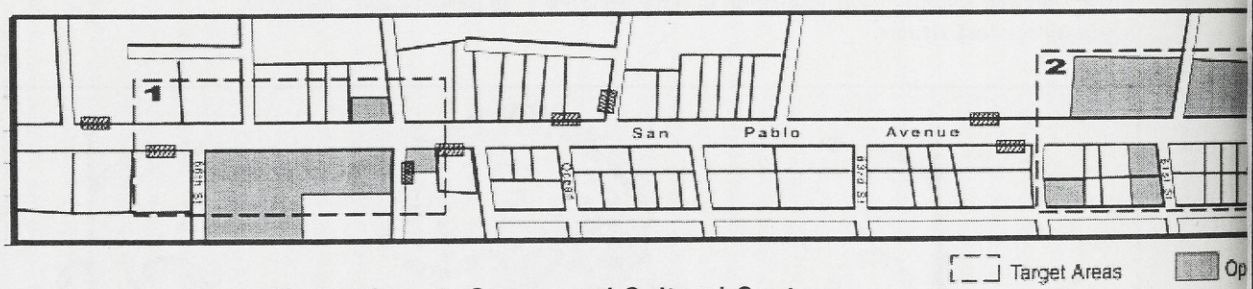
The site presents an opportunity to establish a stronger "link to the region" due to its proximity and accessibility to both Berkeley and Emeryville. In addition to being accessible by foot or bike by local residents, it can be easily accessed by car or transit via San Pablo Avenue, Alcatraz, or the 65th Street railroad crossing in Emeryville, connecting to Shellmound Avenue.

The mix of uses here could build upon the mix that has been successful for recent developments in Emeryville, capitalizing on the market for signature office space and live-work spaces. Retail uses can support these elements and should be selected to complement existing retail along the San Pablo corridor. Housing could also be a successful part of the mix here, capitalizing on the site's convenient location. Housing could be in the form of live-work spaces as well as in multi-unit, mixed income structures.

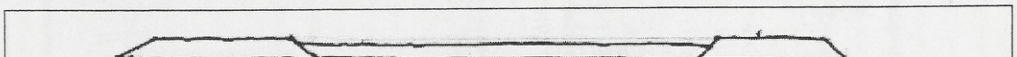
Implementation of this mixed-use concept could be achieved through overlay-zoning. To ensure appropriate scale, a height limit of three stories should be established with a floor-area ratio (FAR) of 2.0 to 2.5. To ensure a consistent street wall, 75 percent of the San Pablo frontage should have zero setback, and parking should be located at the back or in a structure.

New workspace andhousing will generate both daytime and evening foot traffic in the area, which will help support exist-





Target Area 2: Sponsored Cultural Center



This target area is located on the corner of 61st and San Pablo. It currently holds a one-story flea market. Because the site is adjacent to the Golden Gate Elementary School and the Recreation Center, it already has a strong orientation towards "neighborhood institutions" that serve as community gathering places. Development of an "Arts and Performance Center" here could build upon these existing facilities, respond to community needs, and create a lively community focal point on San Pablo that would serve as both a neighborhood landmark and citywide attraction.

The new center could provide music, art and dance education for young people during the day, and host music performances and other community events at night. It could serve as a catalyst to attract other businesses and activities to the area, including offices, stores, cafes, and restaurants that would further enrich local cultural activities. The increase in activity and pedestrian traffic would also support and complement existing businesses such as Phat Beatz Records. Housing could also be incorporated in mixed use developments adjacent to the center facility.

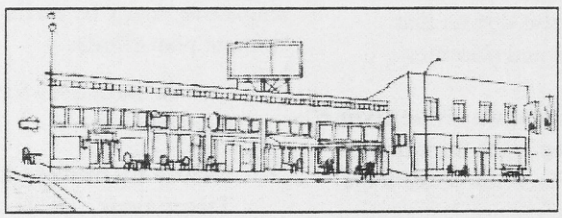
The scale of development would be similar to that proposed for Target Area 1. Construction and/or operation of the center could be supported through a strategic alliance with a local corporate partner (e.g., Pixar, Sybase, Chiron) or through a cooperative partnership of local arts agencies that would then utilize the facility for offices and program space.

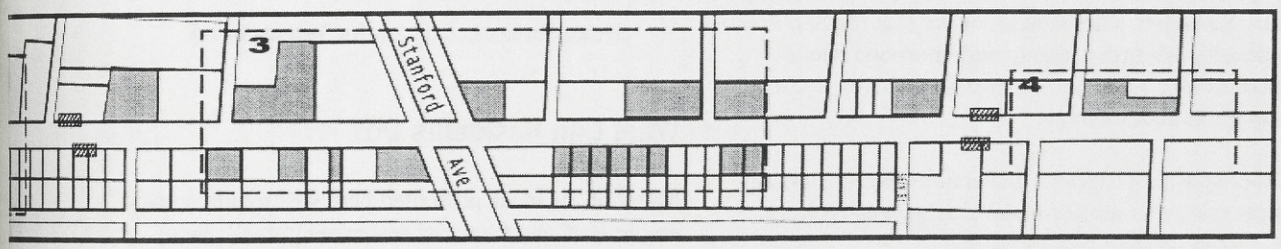
Target Area 3: The Walkable Neighborhood Center

At the intersection of San Pablo and Stanford Avenues, Target Area 3 holds enormous opportunity to become a revitalized commercial and cultural center of the neighborhood. It is home to numerous religious and cultural institutions, local-serving retail and upper-level housing. However, vacant lots and empty storefronts isolate these establishments and discourage patronage. The sketch plan recommends creating a walkable town center with commercial establishments such as a produce market, a credit union, and ethnic stores and restaurants that complement existing draws to the area.

The City should establish incentives for developing mixed-use buildings including ground-level retail consistent with this vision. One example is the reduction of parking requirements for mixed-use developments. The sketch plan recommends buildings of 3 to 4 stories that scale down as they approach nearby residences. A design competition and city funding should be dedicated to creating a renewed, visible gateway sign. A coordinated marketing program for San Pablo Avenue could identify specialty markets, such as ethnic food stores. Ethnic and neighborhood-serving retail services could then be concentrated in this target area. Partnerships with owners of established Oakland businesses could help facilitate start-up businesses in the neighborhood. Where vacant lots cannot be immediately improved, they should be converted to community gardens and used as a job training program for youth – as with the garden adjacent to the Golden Gate Recreation Center.

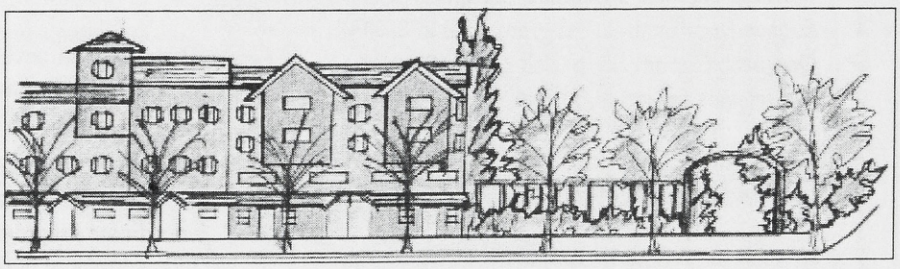
The development of mixed-income housing will support local businesses, create a pedestrian presence on the sidewalks, and thereby increase the safety and attraction of the area as a neighborhood center. Mixed-use buildings will not only create an attractive pedestrian environment, they will also signify that this is a node of commercial and pedestrian activity to drivers and transit passengers. Specialty stores should target regional patrons that are attracted to existing anchors such as Star Bethel church, the Syda Ashram center, the Black Muslim bakery and other neighborhood anchors.





rtunity Sites Proposed Bus Stops

Target Area 4: Housing for a Diverse Community



Target Area 4 begins at the border of Emeryville and continues to 55th Street. This area is proposed to be used for mixed-use housing. Our target site is currently a vacant lot and an underutilized building. This site is close to existing and proposed businesses, Temescal Creek Park, the Golden Gate Library, and existing schools. Development at this site will ensure the affordability of housing within the neighborhood as well as provide ground level retail and offices.

Zoning for the site should specify mixed-use commercial and housing development with a 3 to 4 story height limitation to keep the scale of the residential street. Setbacks and frontage requirements would be similar to those in Target Area 1, ideally with retail and office opportunities at the ground level attached to affordable residential units above. Local entrepreneurs, artists, social services and non-profit organizations should be given preference to ground floor office and retail space.

Residents housed on San Pablo Avenue will support existing and proposed businesses and social activity along San Pablo. Residential development would anchor the Oakland-Emeryville border, give local residents an opportunity to develop local businesses, create a pedestrian presence along San Pablo to support surrounding businesses, and (if developed and maintained at affordable prices) protect current residents from being "priced out"of the neighborhood.

It is recommended that similar development continue north on San Pablo, creating a continuous residential presence in the Golden Gate Neighborhood.

Action Items

The ideas presented on the preceding pages reflect and respond to the vision described by residents for the San Pablo Corridor. This vision will not become a reality without a coordinated strategy for revitalization, redevelopment and renewal. A number of efforts already underway will significantly contribute to achieving this vision, and a variety of city programs can help support continued implementation. Some of these efforts and programs are described below, along with additional ideas for ensuring a successful redevelopment program. It is also critical that neighborhood residents be informed and involved in redevelopment actvities. See the related newsletter on ***Working Together*** for ideas and strategies.

Redevelopment and Other Programs for San Pablo Avenue Revitalization

A number of plans and programs are already underway that will help reclaim San Pablo Avenue as an attractive and successful mixed use district that responds to neighborhood needs and priorities.

Inclusion of the district in the **Broadway/MacArthur/ San Pablo Redevelopment Area** is the most important of these efforts, as it provides a new set of tools that the City can use to facilitate the area's revitalization. Residents who want to ensure that the San Pablo redevelopment responds to neighborhood needs should make a special effort to be involved in this important undertaking.

Other specific programs and actions that are already supporting revitalization along San Pablo include:

- Median strip development
- Streetscape beautification
- Possible Historic Landmark Signage
- Façade Improvement Program (call 238-6448)
- One Stop Capital Shop (call 238-3103)
- Microloans for small business (call 238-6448)

Additional information can be obtained online at *www.oaklandnet.com/government/ceda/*

For information on the Broadway/MacArthur San Pablo Redevelopment Area project, call the Project Manager, Jay Musante, at 238-6658

What Else Can the City Do?

In addition to the existing programs and activities, the City can help stimulate revitalization of San Pablo Avenue through the following actions (some of which might eventually be carried out as part of the redevelopment plan effort):

- Provide incentives for mixed-use development
- Rezone for medium to high density nodes at Target Areas
- Secure an anchor tenant for Target Area 1

What Can Residents Do?

Many of the ideas presented here will require considerable staff and financial resources to make them happen. Therefore, it is essential that the City play a key role. However, residents can be involved in many ways.

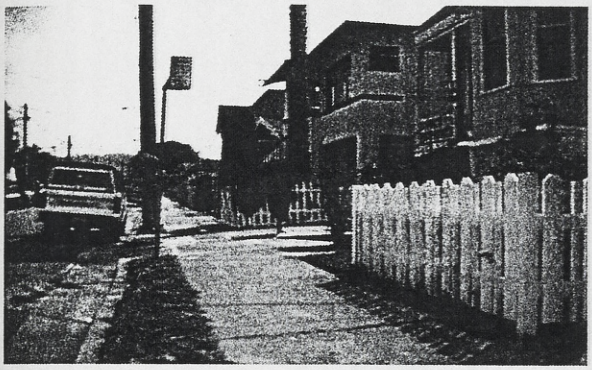
- Participate in development and implementation of the Redevelopment Area Plan for San Pablo Avenue.
- Work with the Merchants' Association, SPAGGIA and other neighborhood groups to coordinate neighborhood action for San Pablo's redevelopment and revitalization.
- Work with City staff to seek funding and technical assistance for local improvements.
- Apply for a "Main Street Designation" from the California Main Street Program. (http://commerce.ca.gov/business/community/mainstreet/)
- Seek partnerships with non-profit developers to support development of mixed income housing on San Pablo.

Enhancing the Neighborhood

A conceptual plan for promoting diversity and livability in the Golden Gate Neighborhood

This document is one part of a three-part "Sketch Plan" for the Golden Gate Neighborhood. The other two parts are ***Reclaiming San Pablo*** and ***Working Together***. The Sketch Plan was prepared by UC Berkeley students through a community-based planning studio based on input and ideas from neighborhood residents. For more information, contact Charles Porter at SPAGGIA, 654-8763.

Participants at the Community Meeting in April envisioned a future Golden Gate Neighborhood that is economically, socially and culturally DIVERSE; is highly LIVABLE and SAFE, with high-quality housing, streets, public places; and is ACTIVE in terms of resident participation in neighborhood activities. This document presents ideas and strategies for realizing this vision in the residential areas of the Golden Gate Neighborhood.



Beyond San Pablo

A Foundation to Build Upon

Most people see San Pablo Avenue as the core of the Golden Gate Neighborhood. But beyond the commercial strip, there is a residential neighborhood full of history, diversity, and life. Residents we spoke with said they want to maintain the neighborhood s diversity in the future while addressing issues of quality, safety and livability.

To achieve this vision, decisions about development in the neighborhood must consciously strive to support and strengthen diversity, making it possible for people of different ages, incomes, and backgrounds to live here. Efforts to improve neighborhood quality should also strive to build upon and strengthen neighborhood diversity by providing opportunities for community building encouraging residents to work together towards the common goal of a diverse, safe, active and highly livable neighborhood.

We have focused on three key strategy areas for promoting both diversity and livability in the Golden Gate Neighborhood. These are described briefly at right, and presented in more detail on the following two pages.

Promote Housing Diversity and Affordability

Housing in the Golden Gate Neighborhood is primarily single-family detached homes. These homes have been rapidly appreciating in value in the past few years. As home sales prices and rents continue to rise, some current residents will not be able to afford to live here. Over time, this trend will result in a neighborhood that is physically improved, but increasingly less diverse. To preserve the neighborhood s diversity, infill housing development should strive to increase the variety of housing choices in the neighborhood, and should lock-in affordability for moderate and lower income households. Affordable family housing, senior housing, multi-unit housing, and mixed use developments should be encouraged, with nonprofit developers and city agencies helping to ensure affordability over time.

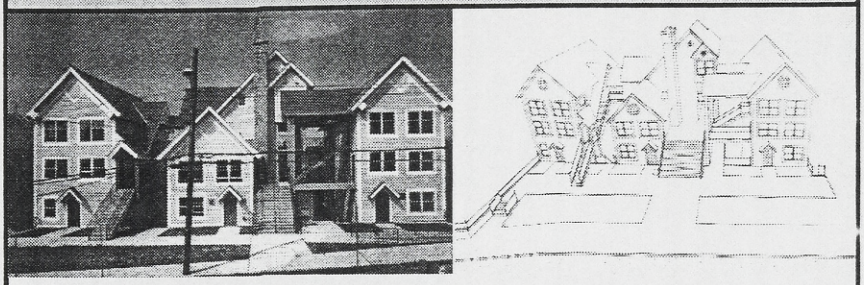
Improve Neighborhood Quality

Empty lots can be considered eyesores or assets. By making them into pocket parks, community gardens, or high-quality infill housing, these holes in the neighborhood can become valuable amenities. Road and sidewalk improvements and planting new street trees can also help improve the image of the neighborhood in many places. The process of planting and maintaining street trees or developing a pocket park or community garden also provides a valuable opportunity for resident participation, interaction, and community-building.

Make Lowell Street a Neighborhood Destination

Lowell Street is a unique place within the neighborhood. It has a mix of different uses and activities, is a more integral part of the residential neighborhood than is San Pablo Avenue, and has far less traffic, making it a safe a pleasant place for pedestrians. Lowell Street can be a place where the neighborhood comes together for community events and socializing, as well as a place that exemplifies the diversity and unique character that makes Golden Gate Neighborhood a great place to live.

Promote Housing Diversity and Affordability

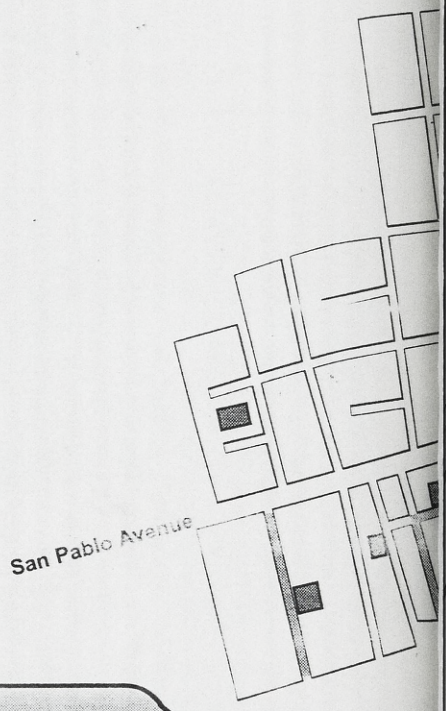


In-fill Housing Development: A handful of vacant lots are available off of San Pablo Avenue in the Golden Gate Neighborhood to support new housing development, *as shown on the map above.* These infill developments can help ensure efficient use of the nieghborhood s available land, improve neighborhood image and quality, and contribute significantly to maintaining neighborhood diversity over time.

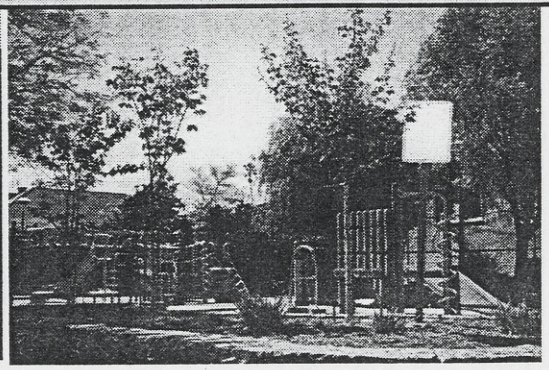
Infill housing development can come in many types and forms. Regardless of its location and context, it can "fit" with the surrounding neighborhood through sensitive design. Even a "high density" apartment development can be made to look like a single family home, reflecting the architecture and scale of other single family homes on the same street. Amenities such as shared open space can also enhance the sense of community by providing opportunities for residents to interact. The photograph above shows an example of how a multi-unit housing development can be designed to fit in with the scale and style of a single family neighborhood. A variety of different housing types on these infill sites, designed and developed by nonprofit developers who can ensure the affordability of maintenance of these units over time, will help maintain the neighborhood's diversity of different ages, incomes, and backgrounds.

OPPOR

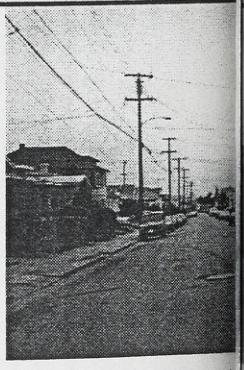
Proposed Mural Locations
Proposed Tree Locations
Vacant Lots



Improve Neighborhood Quality



Parks and Community Gardens: Many empty lots exist in the neighborhood that could be great places for community gardens or small parks. By providing various kinds of public space, neighbors can come together. Open spaces such as community gardens or playgrounds can be coordinated with youth activities and serve to bring together adults and young people in the Golden Gate. Open spaces should be distributed evenly throughout the neighborhood, to provide access for all residents, as well as provide focal points within smaller zones in the residential neighborhood.



Trees: Trees help creat
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at as examples for the
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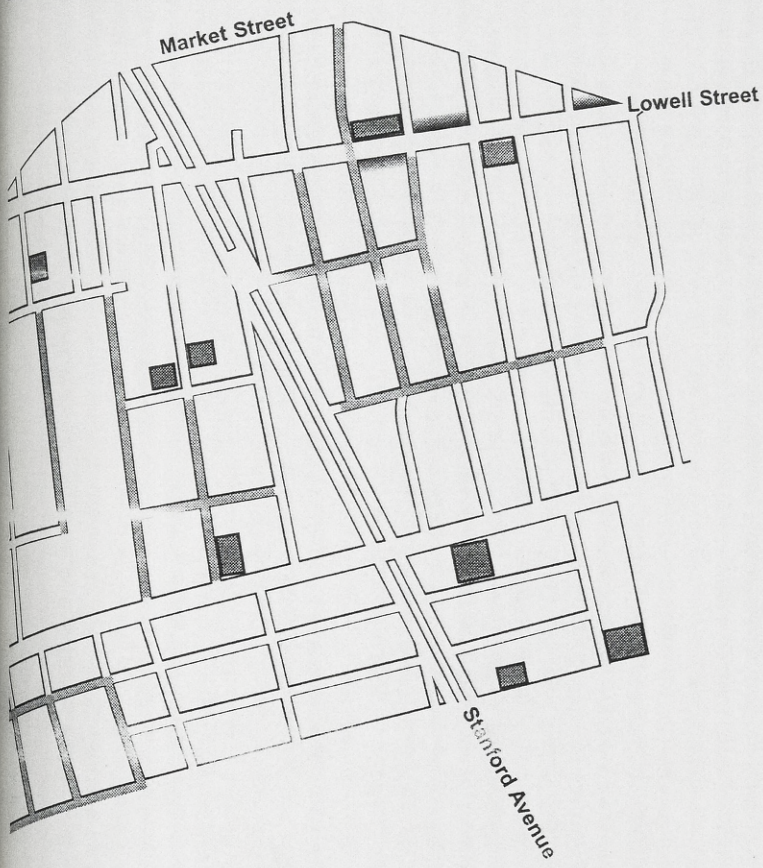
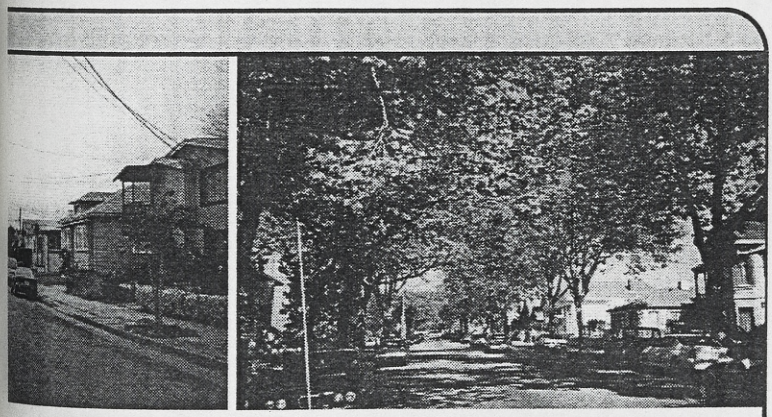
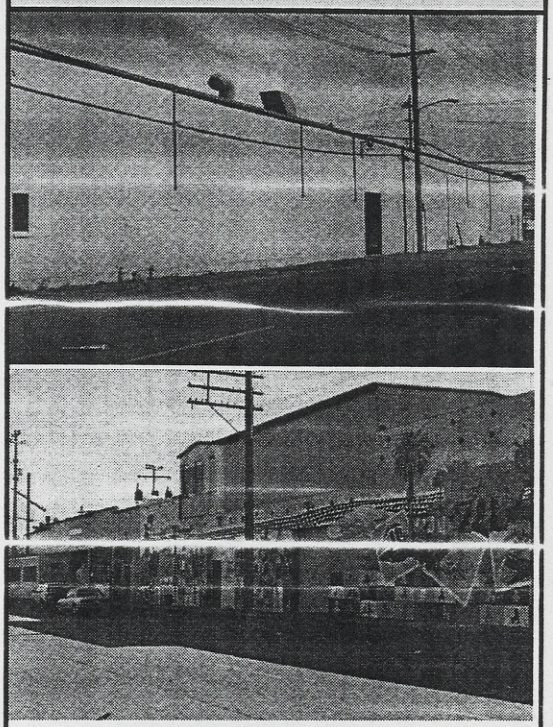
TUNITY SITES





a calm, relaxing, and scenic environment for a street, and therefore promote
ly sidewalk. Currently, there are certain streets where trees are needed.
s that currently have many trees are pleasant places and should be looked
st of the neighborhood. Also, the simple act of planting trees in the neigh-
eauty the residential neighborhood as well as bring neighbors together and
ing.

Make Lowell Street a Neighborhood Destination



Murals: There is currently one mural along Lowell St. between Aileen and 56th streets (pictured above). There are several other potential mural sites along the southside of Lowell Streets that could allow for a potential mural project such as the site across from the existing mural (pictured above). Public art such as murals create a unique place, a destination, a focal point for activity, a meeting place and a landmark.

Street Events: Increasing street events along Lowell Street between 61st and 62nd Streets would attract a diverse group of people from outside of and within the neighborhood. This is a good location because of the lack of frontages along Lowell Street here. Also because of the low traffic frequency, it is easy to divert traffic from this block without causing a disturbance.

How Can We Make It Happen?

The ideas presented on the previous pages are not new. Many are already addressed in some way or another through existing City programs or other agencies. The key is organizing neighborhood residents to implement the ideas in a coordinated fashion (see the related newsletter on ***Working Together***). Following are ideas and contact information on how to move forward.

Promoting Housing Diversity and Affordability

Ensure that housing diversity and affordability are clearly stated priorities for the neighborhood in the City s General Plan. Create clear design guidelines to ensure that new developments fit in with the existing neighborhood, and lobby the City and local landowners to initiate development on surplus lands and vacant lots through joint ventures with non-profit developers. Organize residents to support these developments. For information about non-profit developers, contact:

- *Non-Profit Housing Association of Northern California*
  415.989.8160
  www.nonprofithousing.org

Information can also be found through the City:

- *CEDA – Community and Economic Development Agency*
  City of Oakland Planning & Zoning
  250 Frank H. Ogawa Suite 2114, Oakland, CA 94612
  510. 238.2229
  cedahousing@oaklandnet.com
  www.oaklandnet.com/government/ceda/

For rent control information, contact:

- *Residential Rent Arbitration Board*
  510.238.3721

Improving Neighborhood Quality

Parks and Community Gardens

Approach the owners of vacant lots and explore the possibility of using those lots for either temporary or permanent parks or community gardens. Explore possible funding sources through the City or Redevelopment Agency. For more ideas and strategies on community gardens, contact:

- *The Ecology Center*
  2530 San Pablo Avenue, Berkeley, CA 94702
  510.548.2220
  erc@ecologycenter.org
  www.ecologycenter.org/index.html

- *The San Francisco League of Urban Gardeners (SLUG)*
  2088 Oakdale Avenue, San Francisco, CA 94121
  415.285.7584
  www.slug-sf.org

Tree Planting

Getting trees planted in the neighborhood can be a very easy process. The City of Oakland has a Plant-A-Street-Tree program that plants trees from November to May (see the Program Spotlight Portion of the *Working Together* flyer). Because individual residents need to contact the city to get trees, form a Tree Planting Committee to inform neighbors and encourage their participation. This group could address one street at a time, bringing the neighborhood together with a common cause. A new Adopt-A-Tree Program could be implemented to ensure consistent tree maintenance.

- *City of Oakland Tree Section*
  Plant-A-Street-Tree Program
  510.615.5850

Making Lowell Street a Neighborhood Destination

Street Events

Anyone can organize street events along Lowell Street between 61st and 62nd Street with a permit granted by the City of Oakland Chief of Police. There may be a fee, depending on the need for police presence, security, or traffic diversion. For information on Farmers Markets, contact the Ecology Center (see contact info under Parks and Community Gardens). They currently operate the Berkeley Farmers Market.

- *City of Oakland Police Dept., Office of Chief of Police*
  455 7th Street, Oakland, CA 94607
  www.oaklandnet.com/government/government01.html

Murals

Approach the property owners of potential mural space for permission. There are lots of blank walls along the south side of Lowell Street that could become mural spaces. The Public Art Program Fund in the City of Oakland is a funding source for such projects.

- *Craft and Cultural Arts Department, City of Oakland*
  1 Frank H. Ogawa Plaza, 9th Floor, Oakland, CA 94612
  510.238.2103
  www.oaklandnet.com/arts/default.html

Working Together

A conceptual plan for improving organization and communication between neighborhood and city groups.

This document presents one part of a three-part "Sketch Plan" for the Golden Gate Neighborhood of Oakland. The other two parts of the Sketch Plan are ***Maintaining Diversity*** and ***Reclaiming San Pablo***. The Sketch Plan was prepared by UC Berkeley students through a community-based planning studio, based on input and ideas from neighborhood residents. For more information, contact Charles Porter at SPAGGIA, 654-8763.

The Face of the Neighborhood *(Existing Conditions)*

Little Inter-Group Communication

Most residents recognize that there are sufficient existing programs and organizations servicing the area. The need that exists is not to create more organizations, but to inform and engage more people about what was already out there. Although there are various groups in the Golden Gate neighborhood, there is little communication happening between them.

Same Organizational Membership & Leadership

The membership and leadership of community organizations has varied very little; the same people are at the various meetings, with few or no new members. Increased awareness and participation would likely change this.

Resident Priorities

It is thought that many people in the neighborhood do not participate because, they were too busy tending to other responsibilities that take priority. This obviously inhibited their attention to and participation in neighborhood organizations. It is important that this should not be misinterpreted as apathy.

Framework for Action (Visioning)

"We either sink or swim together" was one comment expressed at the visioning workshop on April 7, 2001. The challenge here is to make residents understand why they need to participate to make their participation meaningful. The goal here is to coordinate a *framework for action* to get more voices to be part of this process of change and to better coordinate the information exchange between existing groups and services. Simple strategies to achieve this include community-based:

- bulletin boards
- block parties
- workshops
- clean-up days
- hotline

The "newsletter of the future" inside discusses the strategies listed above and includes a pull-out contact sheet that lists important contact numbers for city officials, programs, and community groups.

The organization, planning and maintenance of these strategies will require that the neighborhood groups come together. Again, the purpose is <u>not</u> to establish yet another group, but to create opportunities for existing organizations to provide better information and promote participation. This will in turn bring more people into the fold. The common agenda here is that the community, as a whole, become better informed so that they might want to participate. Each of the projects attempts to provide information in various ways- so no one is left out, one can read (bulletin boards), call (hotline), or just show up (block party, workshop, clean-ups).

The Golden Gate Quarterly

***NOTE: This is an example of what a future neighborhood newsletter might look like

Community Bulletin Board

Since our new community bulletin boards have made their debut in the Golden Gate neighborhood, residents have realized the difference. A longtime resident who is involved with several local organizations commented on this change, "not only has attendance at our meetings gone up, but my neighbors seem to be better informed about what's happening..." Other community organizers have credited the big push for overall increased community communication for the more informed citizenry.

The program began with just a few bulletin boards that were first anchored to the concrete Golden Gate Shopping District signs along San Pablo Avenue. Also, the Neighborhood Windows Project , a city program under Oakland's Neighborhood Commercial Revitalization Program that used the windows of vacant and underutilized commercial buildings to display works of local artists (see *Program and Policy Spotlight* on the back page for more details), helped negotiate with owners of such properties to allow community bulletin boards to be placed inside several buildings along this high traffic strip. The attention the boards received was beneficial to the property owners because in several cases, soon after the boards went up in the windows the spaces themselves were

The significance of the community bulletin boards was not only that they were a success, but that they also demonstrated what neighborhood groups could accomplish when they

New Neighborhood Hotline

To Act as Bulletin Board Supplement

Has an advertisemen or flyer on one of the local bulletin boards left you wanting more information? Members from the same neighborhood groups that brought you the new bulletin boards have implemented a system that will allow those who are interested in getting more information to do so at any time, day or night. By calling one number - (510) GG-INFO - and following the automated instructions, everyone can find out more information about current postings on neighborhood bulletin boards. This additional information will include specific dates, times and places of events, as well as additional contact information. A live representative will also be available to answer your questions three times a week - dates and times of 'live-help' availability can be accessed by calling the hotline. An addition to the system, which allows the caller to look up information about past postings, is expected to be "up-and-running by the end of this year," a spokesperson said.

"This is a great idea," exclaimed a resident that had moved into the neighborhood three weeks ago. "Not everyone has access to the internet, nor should they be expected to. This gives everyone the opportunity to find out more about neighborhood activities and events."

Responsibility for maintaining and updating the system is being integrated with the bulletin boards. Currently, neighborhood groups take turns (2-month blocks per group) updating the announcements on the boards (see *Community Bulletin Boards*). They will now also share the responsibility of updating the info-messages on the hotline.

"We are all members of this community," explained a spokesperson from SPAGGIA. "It is only fair that we share the task of maintaining and updating such a system."

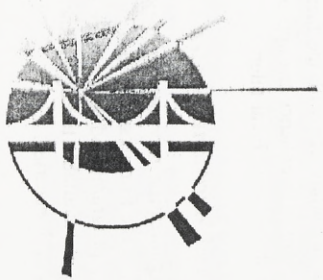
Block Party This Weekend!

Community Workshops

the Façade Improvement Program will be there to explain what the program is, how to apply,

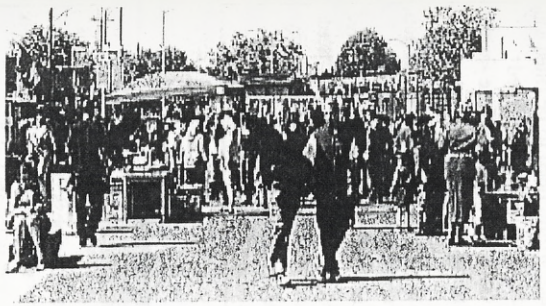
in several cases, soon after the boards went up in the windows the spaces themselves were rented. Realizing the value of the bulletin boards, the new renters allowed them to stay and more owners have joined the program, thereby increasing the number of bulletin boards throughout different areas of the neighborhood.

The significance of the community bulletin boards was not only that they were a success, but that they also demonstrated what neighborhood groups could accomplish when they worked together. This cooperation began when various neighborhood organizations came together to fundraise for the bulletin boards. They tapped into city resources as well as private donors to buy the boards. This resulted in a rotational framework for action, meaning each organization takes responsibility for maintaining the boards two months at a time. Each group has a turn at handling requests for announcement postings, keeping the boards up-to-date, and repairing any damage done to the boards. Soon after, the hotline (see *New Neighborhood Hotline*), an oaklandnet.com link (that gave the same information as the hotline), and this newsletter were developed. The community bulletin boards have not only served to better inform others about Golden Gate events, but have also established a successful framework for cooperation and action between neighborhood groups.



Block Party This Weekend!

Come enjoy great food, great music, and great entertainment at the 61st street block party next Saturday! The residents of 61st street, between Fremont and Marshall streets, invite you to come and mingle with your neighbors. There will be a barbeque, raffle, and games for adults and children. Get to know other residents and meet your local city officials as well. Booths will be set up by local officials to answer questions you might have regarding various programs and facilities that are available to you. This is the first in a neighborhood-wide campaign to start a tradition of block parties for the Golden Gate Neighborhood. Community organizers are asking for volunteers to host the next block party. If you and your neighbors are interested, fill out the form on the back page and send it in or drop it off at the Library. See you on Saturday!



Community Workshops

Want to know more about Façade Improvement? Have questions about how to apply? Here's your chance to get all of your questions answered! A Façade Improvement Workshop will be held at the Library next Wednesday evening from 7:30-8:30 pm. The Director of the Façade Improvement Program will be there to explain what the program is, how to apply, and answer any other questions you might have. City officials will be offering workshops on different programs once a month to help you get familiar with them. Refreshments will be served and there will be free childcare available.

Community Clean-Up Day

Last week, twenty-five community members volunteered to help clean up the Golden Gate Elementary School playground. After an expressed desire by local residents to have designated "clean-up days," community organizers scheduled the first one for Saturday last week. A round of flyers were posted on neighborhood bulletin boards and residents were notified of the clean up day in the community newsletter. The day was a success. Residents gathered together to pick up trash, paint, and repair the elementary school playground. Aside from the cleaning up, residents were able to meet and get to know one another. Working together to improve the quality of their neighborhood helped to create a sense of community togetherness. Several more of these clean-up days are scheduled, and will focus on different areas of the Golden Gate Neighborhood such as the Rec Center and Temescal Creek Park.

Program and Policy Spotlight

*Information **you** might be interested in*

Rent Control

In the City of Oakland, rents cannot increase by more than three percent in any twelve month period for any occupied unit. For unoccupied units, the rent may not increase by more than six percent in one year. A tenant can contest an increase by filing a petition with the Residential Rent Arbitration Board. The petition must be filed within thirty days of receiving a rent increase notice. Landlords are required to notify tenants of the Board and are also required to provide a lease or rental agreement. The landlord may charge any rent if the tenant vacates the unit voluntarily. If, however, the tenant vacates the unit "involuntarily" the controls remain, and the twelve month rent increase ceiling goes up from eight percent to twelve percent. To contact the Residential Rent Arbitration Board, call (510) 238-3721 to leave a message, or call Sentinel Fair Housing at (510)836-2687. The address is 300 Lakeside Drive, Oakland, CA, 94612.

Neighborhood Commercial Revitalization

The City of Oakland offers a variety of programs and services to transform older neighborhood commercial areas into viable and vital shopping districts.

Commercial Property Facade Improvement

This program offers businesses and property owners matching grants (one to one) of up to $10,000 per building for approved exterior renovations. Free architectural services are provided to ensure that every project improves the physical appearance of the commercial district.

Neighborhood Windows Project

This project aims to use the windows of vacant and underutilized commercial buildings to display works of local artists in conjunction with the facade improvement program. The intent is to enhance the appearance of vacant properties while showcasing local talent.

Oakland Merchants Leadership Forum

An organization representing merchant associations throughout the City, the Forum serves as a clearinghouse for information on city programs and services for small businesses. Marketing grants are available to eligible merchant associations to develop business directories.

For more information on these and several other programs, contact Stephanie Floyd-Johnson at (510) 238-3695.

Free Tree Planting

Did you know that the City will plant a tree infront of your property for free? You simply need to request an inspection of your property to determine if there is adequate space. If there is, and your property has a planting strip (a narrow grass area between the curb and the sidewalk), an inspector will recommend appropriate species of trees. The Tree Services Section will then purchase the tree, and a city crew will plant it.

If your property does not have a planting strip, the process becomes a little more difficult, but not impossible. An inspector will first label the area of the sidewalk that needs to be broken. It is the property owner's responsibility to have this work done, and the resulting space would need to be filled with soil. At this time the planting area would be considered 'active', and the process would contine as stated above - with tree selection, purchase and planting.

The property owner and city share the maintenance of the area. The property owner is responsible for watering the tree for three years, keeping the area around the tree clean of any weeds or litter and raking and disposing of all leaves and fallen seeds. The City is responsible for pruning the tree and repairing any tree-related sidewalk or driveway damage.
Information contact: Dan Gallagher (510) 615-5856.

One-Stop Capital Shop

Funded by the City of Oakland, the One Stop Capital Shop is designed to assist Oakland's small business community to develop, grow and prosper by providing a comprehensive scope of services and referrals. The Center is located at 519 17th Street, Suite 600, Oakland CA, 94612. Some programs include Client Intake and Referral Services, Financial Resources Partners, and Technical Assistance Resource Partners. Clients who need financial assistance will be referred directly to a lender, others will participate in an assessment program to determine what additional assistance, training, or services are required. Referrals will also be made to service organizations not housed in the Capital Shop's facility that are part of its Resource Partner Network. Some of the Financial Resource Partners include Citibank, Bank of Oakland, Bank of America, and Marble Bridge Funding Group. Technical assistance service providers will provide business counseling, entrepreneurship training, loan packaging, and many other necessary services needed by the business community. SCORE is another Capital Shop program in which small business owners can receive free, confidential, one-on-one counseling from business experts, who also offer monthly workshops on How to Start and Manage a Small Business.
For more information: (510) 238-3703.

Community Contacts

A listing of resources for residents of the Golden Gate Neighborhood

City Departments & Agencies

City Council Representatives

Jane Bruner: North Oakland 238-7001
email: jbrunner@oaklandnet.com

Henry Chang: Vice Mayor 238-7008

CEDA (Community Economic Development Agency)

Neighborhood Revitalization Program Officer:
Rhita Wilson: 238-6151

Donald Smith: 238-4778

Redevelopment Plan Project

Manager: Jay Musante 238-6658

Oakland Police Department

Emergency: 911

Non-Emergency: 238-3333

Drug Hotline 24hr: 238-DRUG (3784)

Police Officer Sergeant Art Michel: 238-3355

Beats General Voice Mail: 238-2054

Housing Authority Police: 535-3100

Fire Services Agency

Station # 8: 238-4008

Fire Marshall's Office: 238-3851

Public Works Agency

Maintenance Services Division: 434-5100

Environmental Services Division: 434-5100

Life Enrichment Agency

Museum Services: 238-3404

Library Services: 238-3281

Parks & Recreation: 615-5850

Community Groups

Friends of the Golden Gate Library

2nd Thursday of each month

6-8 PM at the library

Contact: Josephine Lee 655-7270

Neighborhood Crime Prevention Committee

3rd Wednesday of each month

7-8:30 PM at the Golden Gate Recreation Center

Contact: Josephine Lee 655-7270

SPAGGIA
(San Pablo Area Golden Gate Improvement Association)

Next meeting: June 16, 2001

10AM-Noon at the Golden Gate Recreation Center

Contact: Charles Porter 654-8763

Merchant's Association

4th Wednesday of each month

at the Golden Gate Recreation Center

Contact: Siddeshwari 653-9884
or Charles Porter 654-8763

PAC (Planning Action Committee)

1st Thursday of each month- every other month

April-June-August-October…

Contact: Charles Porter 654-8763

Golden Gate Library

597-5023

Recreation Center

597-5023

Community Contacts

A listing of resources for residents of the Golden Gate Neighborhood

To Report Problems

If you've ever wondered who to contact about deteriorating buildings and overgrown weeds, consider contacting the following two groups:

Blighted Conditions: 238-3381

Blight Complaints and Code Compliance: 238-3606

Abandoned or Inoperative Vehicles: Call 615-5713 for vehicles parked on the street, 615-5870 for vehicles on private property, and 237-4703 to have your vehicle removed for free

Graffiti Abatement: 238-4703

Dumping or Street Sweeping: 434-5101

Noise Complaints: 238-6777

Illegal Dumping: 434-5101

Zoning and Permit Information

Planning on adding an additional room? Contact the following:

Development Permit Center: One stop for planning and building services 238-3443

Permit Requirements and Technical Information: 238-3891

Zoning Information: 238-3781

Services

Garbage Service: *Waste Management of Alameda Co.* 613-8700

Recycling: *Oakland Recycles* 238-SAVE (7283)

Small Business Hazardous Waste Disposal: *Alameda County Hazardous Waste* 1-800-606-6606

Community Cleanup Programs

Want to host a community event that can really draw neighbors together? Consider calling

Adopt-A-Spot or Creek: to hold a community or creek cleanup day at 238-7630.

Tree & Sidewalk Maintenance: 615-5850

Free Paint to Remove Graffiti: 567-6750

Maintain-A-Drain: to clean and maintain a storm drain 434-5139

Park Maintenance: 238-3208

Business Assistance

Do you need advice on starting your own business or some tips in choosing your loans? Try calling 238-3703 for more information.

Also, the Neighborhood Commercial Revitalization Program offers help in improving Oakland's retail areas 238-6448

Façade Improvement Program: will match your money with grants for businesses to rehabilitate facades & storefronts 238-6448

Urban Design and Minor Public Improvement Program: Offers advice for incorporating more green space to create a more pleasant environment.

One Stop Capital Shop: for technical assistance, counseling and loans to small businesses 238-3103

Small Business Recycling: *California Waste Solutions* 836-6200

ReEnergize East Bay: professional assistance on saving energy costs 594-0672

Commercial Security: Oakland Police Services Agency, Commercial Security Unit 238-3069

Home Owner Assistance

Home Maintenance & Improvement Program: for loans to low and moderate income homeowners for correcting code violations or making repairs 238-3531

Self-Help Paint Program: provides free exterior paint to low and moderate income homeowners 238-3909

Rental Property Owners: for info on programs to assist rental property owners 238-3531

Residential Rent Arbitration: 238-3721

Additional Contact Numbers

Resources

These titles are jumping-off points for further research. The knowledgeable librarians and archivists at Oakland Public Library's Oakland History Room and the African American Museum & Library at Oakland can help you find additional information. These two treasured resources, both located in downtown Oakland, have vast collections of archival primary source materials, including newspaper articles, journals, photos, postcards and scrapbooks.

The Golden Gate Branch Library has a special relationship with the African American Museum & Library at Oakland. In 1982, the East Bay Negro Historical Society, a citizen-led initiative, was invited to establish an African American collection in the Golden Gate Branch, the first library in Oakland to have a predominantly African American focus. Later, the organization changed its name to the Northern California Center for Afro-American History & Life. In 1994, this organization joined with the City of Oakland to create the African American Museum & Library at Oakland (AAMLO). AAMLO reopened in the former Charles S. Greene Library in 2002.

To learn more or make an appointment, visit www.oaklandlibrary.org.

AFRICAN AMERICAN MUSEUM & LIBRARY AT OAKLAND

Shades of North Oakland photo collection, 1999.

The Official Black Panther Party Historical Tour Guide, Huey Newton Foundation, circa 2007.

Visions Toward Tomorrow, Lawrence P. Crouchett, Lonnie Bunch III, Martha Kendall Winnacker, 1989.

GOLDEN GATE BRANCH LIBRARY

Early Emeryville Remembered: Historical Essays, Emeryville Historical Society, 1996.

From Labor to Reward, Martha C. Taylor, 2016.

Temescal Legacies: Narratives of Change from a North Oakland Neighborhood, Jeff Norman, 2006.

OAKLAND PUBLIC LIBRARY, MAIN BRANCH

Killing the Messenger, Thomas Peele, 2012.

Oakland Tribune archives, https://newspaperarchive.com/. Access at any Oakland Public Library.

Resources Continued

OAKLAND PUBLIC LIBRARY'S OAKLAND HISTORY ROOM

Emeryville Historical Society quarterly journals, 1990 – present.

Golden Gate Neighborhood clippings file.

Images of America: Emeryville, Emeryville Historical Society, 2005.

WEBSITES

East Bay Yesterday, a podcast series by local historian Liam O'Donoghue, covering many underrecognized local heroes, https://eastbayyesterday.com/.

Emeryville Historical Society, the group's online presence includes some articles from their journals, https://emeryvillehistorical.org/.

Oakland Heritage Alliance, a non-profit that connects Oakland's past to its present and future through walking tours and a newsletter, http://oaklandheritage.org/.

Oakland Wiki, a crowd-sourced pool of knowledge started in 2012 about many of Oakland's people, places and events, https://localwiki.org/oakland/.

COMMONS ARCHIVE

GOLDEN GATE LIBRARY LOCAL COLLECTION

SERIES 1

A Renovator's History

Blacks in Oakland: 1852 - 1987

Community Profile: Golden Gate Neighborhood

Golden Gate Conversations

Golden Gate Neighborhood Conditions

Golden Gate Walking Tour

I Must Not Forget

On Becoming A Historic Resident

Thanks

This local collection series is born from the wisdom and work of many Oakland local historians, neighbors, librarians, researchers, thinkers, creatives and writers. I am deeply grateful for their generosity in sharing their knowledge and expertise. And to you, readers and researchers, the potency of this collection lives on through your curiosity.

History is never finished: you can continue to reveal the complexity of the story of this place by sharing your thoughts and experiences on the Commons Archive cards.

Design & Layout: Kris Harzinski & Tina Wolfe
Editing & Proofing: Daniela Blei

Commons Archive has been generously supported by the following funders and organizations:

kala ART INSTITUTE

Kala Art Institute's mission is to help artists sustain their creative work over time through its Artist-in-Residence and Fellowship Programs, and to engage the community through exhibitions, public programs, and education.

PRINT PUBLIC

Kala Art Institute's Print Public program, an arts-integrated approach to urban planning and community activation, was conceived in collaboration with the University of Berkeley's College of Environmental Design and its [IN] CITY program, UCB's Department of City & Regional Planning, and UC Transportation Center, with funding support from the Irvine Foundation and the National Endowment for the Arts Our Town program.

Oakland Public Library

Your Oakland Public Library empowers all people to explore, connect, and grow.

CITY OF OAKLAND • CULTURAL ARTS & MARKETING • CULTURAL FUNDING PROGRAM

This project is supported by the Oakland City Council and funded by the City of Oakland's Cultural Funding Program.

CREATIVE WORK FUND

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CALIFORNIA HUMANITIES
A STATE OF OPEN MIND

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CALIFORNIA ARTS COUNCIL

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About marksearch

Cultural researcher, literacy educator and artist Sue Mark, a long-time North Oakland neighbor, has a keen interest in over-looked stories. As part of the marksearch team, she designs ways for people to share their stories for empowerment and preservation. With conversation as her primary tool, she develops interactive projects that make space for social memory. Whether pushing a work cart designed as a mobile park or towing a traveling billboard by tandem bike, marksearch engages people to share personal histories that create lasting neighborhood narratives.

Since 2000, Sue has partnered with Bruce Douglas (her husband), an engineer and inventor with a passion for repurposing materials. Their practice as the marksearch team blends their diverse skills and shared life. From neighbor-led walking discussions to sidewalk conversations, commemorative plaques and murals recognizing the collective knowledge of many generations, their projects move beyond aesthetic experience. The marksearch team has implemented interdisciplinary projects with community groups, historians, urban planners and municipalities throughout Oakland and across the globe.

marksearch.org

Of 10 copies, this book is number 1

PHOTO KEY (IMAGES LEFT TO RIGHT)

LONG-TIME NEIGHBOR Laura Ingram, activist & founder of SPAGGIA neighborhood group, at 'Love Our Neighborhood Day' celebration 2014 Photo by Pamela Palma	**NEIGHBORHOOD BUSINESS** Golden Gate's business district on San Pablo Avenue circa 1980 Courtesy Emeryville Historical Society	**FARMERS' MARKET** Phat Beets Food Justice Market & CSA during Communities' Crossing, a series of neighborhood history events 2015	**HISTORIC SITE** Charles Klinkner's real estate 'headquarters' in the town of Golden Gate 1885 Courtesy Emeryville Historical Society	**NEIGHBORHOOD BUSINESS** Fred Williams, second-generation owner of Williams Appliances at 6451 San Pablo Avenue 2015 Photo by Matt Dibble
HISTORIC SITE Signage from the Black Panther self-guided walking tour, 5622 Martin Luther King Jr. Way, now the All Good Bakery 2015	**LONG-TIME NEIGHBOR** Joanne Dickerson-Harper, whose parents were among the first African Americans in the Golden Gate (1940s) 2015 Photo by Lorah Gross	**NEIGHBORHOOD ACTIVISTS** Family photo of Eugene Lasartemay, one of the founders of the East Bay Negro Historical Society 1959	Commons Archive COMMONS ARCHIVE COMMONS ARCHIVE Commons Archive Commons Archive COMMONS ARCHIVE Commons Archive Commons Archive	**HISTORIC SITE** Mural painted in 2011 by Luke McCabe on the neighborhood market, 59th Street & San Pablo Avenue 2016
FARMERS' MARKET Phat Beets Food Justice Market & CSA, Toveo Hill market manager 2014 Photo by Pamela Palma	**HISTORIC SITE** The Lasartemay's East Bay Negro Historical Society Museum at 4519 Grove Street (now MLK Jr. Way) 1976 Courtesy African American Museum & Library of Oakland		**HISTORIC SITE** Oakland Public Library's Golden Gate Branch Library, a Carnegie endowed building constructed in 1918 2017	**NEIGHBORHOOD ACTIVIST** Black Panther member Melvin Dickson leading a tour for the North Oakland Restorative Justice Council 2014

Photos by marksearch unless noted

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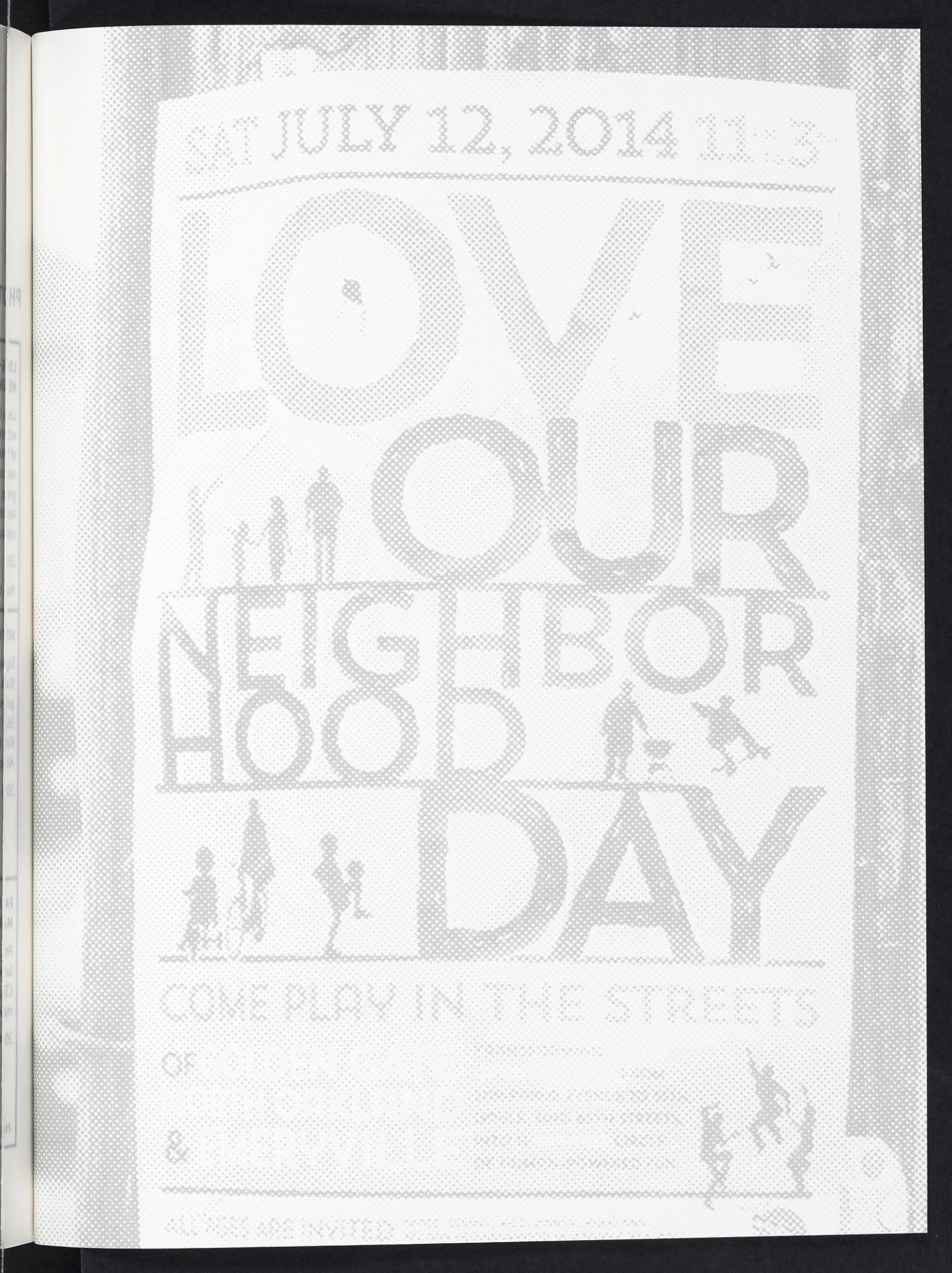
JULY 12, 2014
OUR
NEIGHBOR
HOOD
DAY

PHOTO PREVIOUS PAGE

Promotional poster for 'Love Our Neighborhood Day,' a one-day event closing part of San Pablo Avenue, 2014

Photo by Gene Anderson

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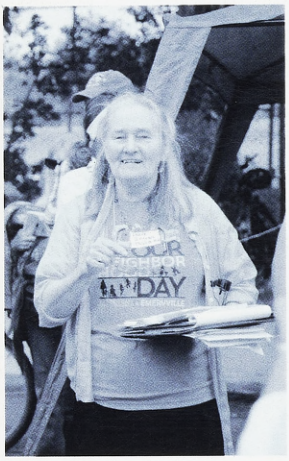
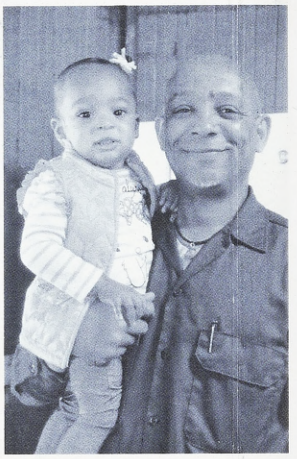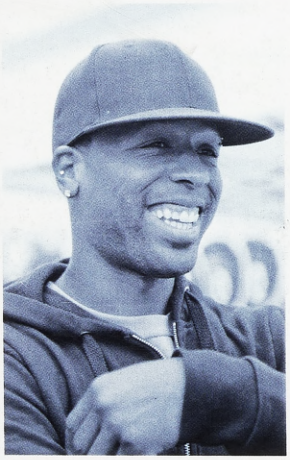
Golden Gate Hardware Store
ardware, located at 5685 San Pablo Avenue, was one
ores in the district. This hardware store remained in
36 to 1970. Note the white tile with red tile trim
et windows. When this photo was shot in 1990, the
removed. The building was demolished in the 1990s.
hoto, 1989.